

# THE QUILL

March, 1959

Regional Reporter  
In Washington

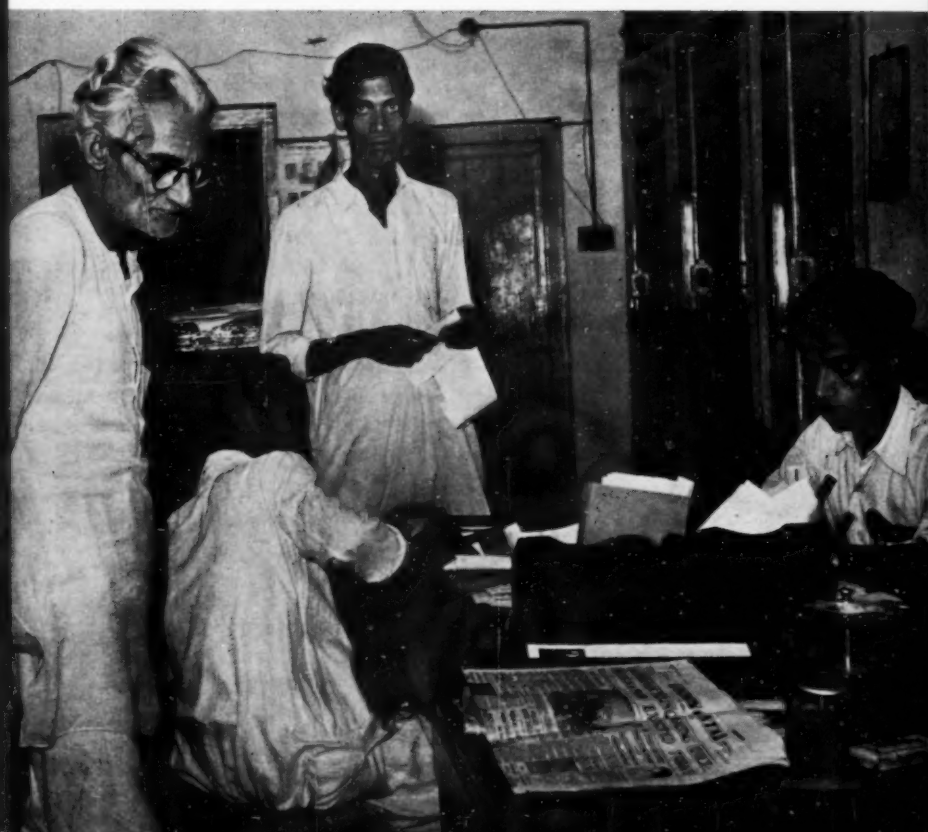
Page 7

Storehouse Of  
Living History

Page 8

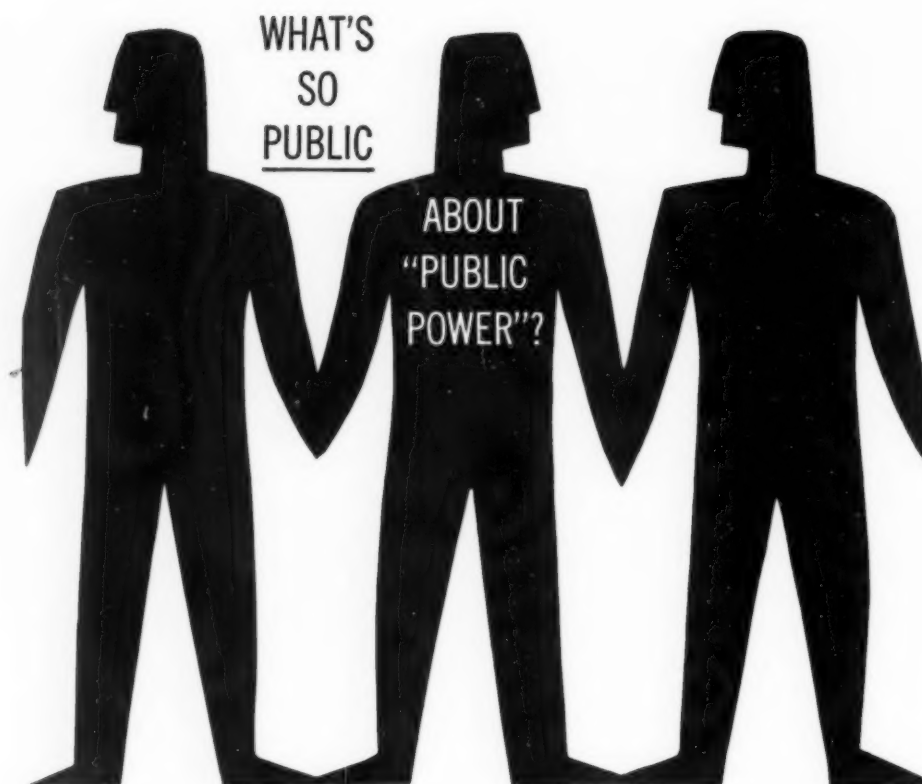
Index to The Quill  
Volumes XLV  
And XLVI

Page 23



50 Cents

A MAGAZINE FOR JOURNALISTS



"Public power" is a favorite term of the proponents of federal government electricity. But what's so *public* about "public power"—except that the public pays for it through taxes?

The public never asked for federal government electricity in the first place. Opinion polls show that most Americans would rather have the independent electric companies run the electric business.

And nine-tenths of the public doesn't get the *electricity* from the federal power systems. That goes to the relatively few "preferred customers" near the government power plants.

But the public *pays* for it—and pays plenty! To date, about  $5\frac{1}{2}$  billion dollars in tax money has been

spent to build federal government electric systems. These billions are just a beginning if the "public power" pressure groups have their way. Right now they're pressing hard for 10 billion *more*!

And the whole program is so unnecessary. The independent electric companies are ready and able to provide all the electricity the nation will ever need—without using tax funds.

So far, the federal "public power" lobbyists and pressure groups have succeeded with this multi-billion-dollar tax grab because the public doesn't understand the facts and forces behind it. But informed Americans can stop it.

Will *you* help spread the word?

## AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

# THE QUILL

**A Magazine for Journalists—Founded 1912**

Copyright 1959, by THE QUILL

**MARCH, 1959—Vol. XLVII, No. 3**

**EDITOR**

Charles C. Clayton

**ASSISTANT TO THE EDITOR**

D. Wayne Rowland

**ASSOCIATE EDITORS**

Edmund C. Arnold

Floyd G. Arpan

Ken Clayton

Dick Fitzpatrick

Wayne V. Harsha

Paul R. Lane

Charles J. Morse

William Ray

**PUBLICITY**

Richard H. Costa

**EXECUTIVE DIRECTOR  
AND BUSINESS MANAGER**

Victor E. Bluedorn

**PRODUCTION MANAGER**

Lorraine Swain

**PUBLICATION BOARD**

James A. Byron

Robert J. Cavagnaro

Sol Taishoff

**CARTOONIST OF THE MONTH**

For the last two years John R. Somerville, whose cartoon drawn especially for THE QUILL appears on the editorial page, has been the editorial page cartoonist of the Atlanta, Ga., *Journal*. A native of Colorado, he was graduated from the University of Missouri School of Journalism in 1942. After



**J. R. Somerville** World War II, he was on the staff of the Denver, Colo. *Post* for four years, lived in Mexico City and spent two years sailing on a schooner. In 1954 he became editorial cartoonist for the Jackson, Miss., *State-Times*, and went from there to San Francisco and an advertising job.

THE QUILL for March, 1959

## IN THIS ISSUE

EDITORIAL: LIVING HISTORY Page 5

HE REPORTS THE CAPITAL FROM THE LOCAL ANGLE  
—Bruce Jolly Page 7

STOREHOUSE FOR LIVING HISTORY  
—Louis P. Lochner Page 8

OPEN MEETINGS LAW IN MASSACHUSETTS  
—William L. Plante Jr. Page 10

TIPS FOR DRAMA CRITICS ON MAIN STREET  
—Walter J. Pfister Page 11

FREE PRESS ON TRIAL IN PAKISTAN  
—Kenneth Allen Page 12

SIGMA DELTA CHI NEWS Page 17

INDEX TO THE QUILL, VOLUMES XLV AND XLVI Page 23

BOOK BEAT Page 31

*In the cover picture Pakistani newsmen prepare copy for their hand-set newspaper. Some newspapers in Pakistan have good equipment, often paid for by American aid. English is the "lingua franca" for divided Pakistan. There are native language papers, but the best known employ English. This newspaper has only a single typewriter. Note the lizard over the head of the tall boy in the back. Garments are Pakistani-woven cotton. The News Editor, standing at left, wears muslin (corruption of Moslem) from Dacca.*

## LOOK FOR IT NEXT MONTH

### NEW YORK CITY ISSUE

Articles and features about the press, radio and television in the nation's largest city and a major news center of the world.

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Fraternity. Copyright, 1959, by THE QUILL.

**SUBSCRIPTION RATES**—One year, \$5.00; single copies, 50c. When changing an address, give the old address as well as the new and send to THE QUILL, 35 East Wacker Drive, Chicago 1, Ill. Allow one month for address change to take effect.

Second-class mailing privilege authorized at the post office at Fulton, Mo. Acceptance for mailing at special rate of postage provided for in section 132.122, Postal Manual. OFFICE OF PUBLICATION: 1201-5 Bluff Street, Fulton, Mo. EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES: 35 East Wacker Drive, Chicago 1, Ill.

# Which American industry now betters the living of 2 out of every 3 families?

## **...HERE ARE SOME SURPRISING FACTS ABOUT THE TRADING STAMP INDUSTRY**

SO FAR, whenever our nation's economy has needed expansion, a new industry has sprung up to help the country go ahead. The automobile industry, employing millions, was followed closely by the development of radio and radio broadcasting to make more millions of jobs. Then came the airplane industry, air conditioning, plastics, television, frozen foods, to change our lives some more.

The trading stamp industry, while not new, belongs to this expansion group and has been one of the fastest growing of all. Today it betters the living of more than 2 out of every 3 families—the 35 million American families who save trading stamps.

Obviously, an industry affecting such a large proportion of our population must bring far-reaching benefits for the nation's economy. And it does. In 1957 the trading stamp industry bought 250 million dollars' worth of products from America's manufacturers. In one way or another, it provided employment for

90,000 people in many different industries.

Its economic side benefits, too, are many. In 1957 the trading stamp industry was a 20 million dollar customer of transportation companies, bought 7 million dollars' worth of advertising and paid 55 million dollars in state and federal taxes.

The people in this industry, its merchandise and redemption stores, its warehouses and transportation and all the activity that goes on within it are integrated economically *everywhere* in state after state.

Thus it seems plain that the trading stamp industry along with the 35 million families it serves has become, like other expansion industries, a living, vital segment of our economy.

★ ★ ★

NOTE: If you would like to receive additional information about the trading stamp industry, or answers to specific questions about stamps, simply write to The Sperry and Hutchinson Company, Dept. 5R, 114 Fifth Avenue, New York 11, New York.



*This message is one of a series presented for your information by THE SPERRY AND HUTCHINSON COMPANY. As originator of the S&H GREEN STAMP, S&H is carrying on a 63-year tradition of offering thrifty Americans an additional way to save on purchases. S&H GREEN STAMPS are today saved by over 23 million families.*

**SINCE 1896...AMERICA'S ONLY NATIONWIDE STAMP PLAN**



# EDITORIALS

## Living History

**A**SSUMING nuclear fission does not some day obliterate all of man's record of life on this planet, our generation is preserving for posterity a more complete story of the last half century than has been compiled in all of recorded history. Modern communications make it possible for newspapers to present each day a synopsis of the news around the world, both in text and in pictures. Newspaper files no longer fade and crumble into dust. They are preserved on microfilm. Electronic devices make it possible for future historians to see and hear the leaders of today, as well as read their messages.

Louis P. Lochner, one of the distinguished newsmen of our time, describes in this issue another significant step in the preservation of living history. It is intriguing to imagine the delight of future historians in the source material which will be available at the Mass Communications History Center of the State Historical Society of Wisconsin. Already the list of contributors of invaluable papers is impressive, and others will be added. It includes such well known names as Edgar Ansel Mowrer, John Gunther and Albert Stevens Crockett, whose bylines were recognized internationally. In the list are noted radio newsmen such as H. V. Kaltenborn, Cecil Brown, Henry Cassidy and Joseph C. Harsch.

● Mr. Lochner's contribution of the unpurged carbon copies of dispatches from Berlin in the years when Hitler was rising to power will be a fruitful source for an understanding of the eventful years which led to World War II. This sort of material supplies, as he points out, a new dimension to historical research and writing.

The collection of this kind of source material at the Mass Communications History Center and elsewhere emphasizes a truth never fully comprehended by the public. The journalist is the great historian of today, whether his medium is the typewriter and the printing press, or the microphone and the motion picture camera. It is a heritage he can trace back as far as the *Acta Diurna* in ancient Rome. But in modern society he is far better equipped for the task. He is the trained and impartial observer with a ringside seat when news is breaking. He is the skilled appraiser and interpreter of living history. Some of his material may be trivial, or even shoddy, but even the trivial and the shoddy have a place in history's long perspective.

● Perhaps there may seem to be little relation between the exciting speculations evoked by Mr. Lochner's words and the cartoon by John R. Somerville on this page. Yet there is a direct connection. To the young man about to decide upon a career, the identification with living history should be an exciting challenge. It is a challenge to accept a part in the recording of living history, to have a grandstand seat for the greatest show on earth. What other calling can offer so much?

There is a tendency among young people today to sneer at such a challenge and to insist that there are no compensations unless they can be deposited in a bank or guaranteed in a security plan for old age. Security is an illusory utopia, and a bank account is not the sole measure of success or satisfaction. There are other compensations, as the cartoon suggests, and too frequently, I suspect, we have not stressed them enough, in encouraging the bright young men to consider journalism as a career.



Drawn for THE QUILL by John R. Somerville, Atlanta, Ga., Journal

**Now, If You Would Like to Go Somewhere and Have Fun at the Same Time.**

## Marion H. Hedges

**W**ITH the death in January of Marion Hawthorne Hedges, only five of the founders of Sigma Delta Chi remain to help celebrate the fraternity's golden anniversary. There have been many tributes to Mr. Hedges' long and dedicated service to the ideals of Sigma Delta Chi. The following excerpts from the labor column of John Herling, of the Scripps-Howard Newspapers, express the respect and affection he held in his profession:

"Marion Hawthorne Hedges lived the life of a triumphant egghead. He died last week at 70, a man of vast talent and intense dedication to social justice who gave a good part of his creative life to the labor movement.

"As a writing craftsman, he helped organize the Sigma Delta Chi fraternity to remind newspapermen that their calling demanded the faithful marriage of the search for truth and the exercise of skill. He aimed to raise the standards of labor-management relations in labor, business and the public press.

● "In recent years Mr. Hedges devoted considerable time to international labor relations. He was a United States labor advisor to the International Labor Organization, the ECA and other predecessor agencies of the International Co-Operation Administration. Since his retirement, he had been busily engaged in mulling over the lessons of his career. If his work is in any shape to be published, perhaps his NPA associates might take the initiative. A quarter of a century ago, Mr. Hedges was already known as the author of two novels, 'Iron City' and 'Dan Minturn.'"

CHARLES C. CLAYTON

**ESSO RESEARCH** works wonders with oil

*Oil helps preserve today for tomorrow*



*The high points in life keep their warmth in movies made at home. Baby's first bath... first step... first birthday party — and all the other firsts to come. They're captured for keeping on safety film made with an oil-based chemical. Esso Research helped provide the process for making this important chemical directly from oil. In film, as in fuel, **ESSO RESEARCH** works wonders with oil.*





BRUCE JOLLY

It had been a routine day in the House of Representatives on March 1, 1954. The press gallery was almost empty. On the House floor, Agriculture Committee Chairman Harold D. Cooley was involved in a legislative battle over control of the so-called Mexican "Wetback" workers, who frequently crossed the border illegally to help pick Southwestern farm crops.

Then the shooting began.

Instantly, the scene changed. For those few newspapers who were present, one of the biggest stories they would ever cover unfolded in a few brief moments.

● Among the writers on the scene was a representative of a national daily newspaper with a large Washington staff. Another corresponded for a major regional paper with a circulation that reached the greater part of one state and overlapped into another.

They stood only a few feet apart as the drama unfolded. Together, they saw the screaming, slight Puerto Rican nationalist woman fanatic spray bullets indiscriminately, holding her gun with

## Regional Reporter

# He Reports the Capital From the Local Angle

By BRUCE JOLLY

both hands as she pulled the trigger. They watched a tall, broad featured, conservatively dressed man take deliberate aim as he shot his Luger at legislators both correspondents knew.

● When the shooting ceased, they glanced at each other with incredulous expressions on their faces. Then they broke away, each to a different task.

Each ended up doing a "sidebar" feature story. The correspondent for the metropolitan daily resorted to the personal pronoun to describe what he had seen. The regional newspaperman used a "You were there" attack. For the first several paragraphs, the stories they wrote disclosed their own impressions of the day's drama. Then the similarity in their approaches ended.

The regional writer began:

**Washington, Mar. 1—You weren't conscious of the smell of gun powder for what seemed like a long time.**

**Before you were, three black Lugers had sprayed bullets at members of the House of Representatives, leaving some of them lying on the floor.**

● It was a lead that might have been used anywhere. But what the two writers did after their descriptive paragraphs marks the difference between stories written by a correspondent for an area newspaper and a writer for a paper national in its approach, or a wire service.

In his story, the metropolitan newspaperman concentrated largely on the five legislators who were injured. The regional correspondent mentioned them only briefly, almost in passing. The later part of his story concerned what happened to members of his Congressional delegation, although none was struck by bullets.

In each instance, he found where they had been sitting, how they reacted, and how close they had come to being downed in the blaze of bullets. He wove "color" into the story to embellish it.

It is where the regional story breaks away from the main theme that the

variety of approaches in Washington regional correspondence takes shape.

In essence, the regional correspondent's writing is more than supplemental. It frequently covers the whole picture. But his emphasis, even in a story of national impact, is on the factors that affect his area and what he thinks will interest the readers there.

Probably the biggest difference between the Washington man for a regional paper and those who cover from a broader base such as a big bureau is his method of operation.

● The regional correspondent is his own editor, leg man, reporter and rewrite man. For the most part, he makes his own assignments. If he has an office in the National Press Building, he probably is his own infrequent janitor.

More often than not, he is in touch frequently with his home office. There will be occasional tips on stories, but generally the regional man is on his own. Decisions start as soon as he can get a résumé of the day's events in the nation's capital, and there are many.

When Congress is in session, there are generally a score of hearings on the House and Senate sides from which to

(Turn to page 16)

## Behind The Byline

Bruce Jolly's biggest story has been the covering of the exodus of Hungarian refugees from the Austria-Hungary border. Since 1949 he has headed the Washington Bureau of the Greensboro, N. C. *Daily News*. He was graduated from Franklin College of Indiana in 1938 and during his undergraduate years worked for a time for the Tucson, Ariz. *Daily Citizen*. He has also worked for the Indianapolis, Ind., *News* and the Gary, Ind. *Post-Tribune*. He writes a column for the Greensboro, N. C. *Record*, the afternoon affiliate of the *Daily News*, and does occasional television interviews from Washington for the newspaper's television affiliate, Station WFMY-TV.



Mr. and Mrs. Louis P. Lochner examine material at the Mass Communications History Center, established by the State Historical Society of Wisconsin. Standing are Dr. Josephine Harper, manuscript librarian, and Dr. Clifford L. Lord, then director of the Society but now Dean of the School of General Studies at Columbia University.

**T**HE possibilities for accurate evaluation of contemporaneous and future history have been advanced by the launching, in January of 1958, of a unique institution championed by the State Historical Society of Wisconsin.

It is the Mass Communications History Center, located on the campus of the University of Wisconsin at Madison.

For special study of the development of mass media of communications, the Center is likely to offer facilities and possibilities found nowhere else. Even for general historical writing a potential new dimension has been added: the day-by-day evaluation of, commentary upon, and eye witness reporting of happenings at home and abroad by responsible members of the Fourth Estate.

● Illustrating the nature of material reaching the Center almost daily, is the first and largest collection received—the papers of H. V. Kaltenborn, dean of American radio commentators. These include all of “H. V.’s” scripts as news analyst and commentator for the National Broadcasting Company and the Columbia Broadcasting System. The collection covers not only the distinguished career of “H. V.” during more than a half century; it also reflects public opinion on many important

events and issues in twentieth century history. Furthermore, it is a veritable guide to the development of radio and the many changes which have occurred in broadcasting since 1923.

An enormous bulk of fan and audience reaction mail is likely to interest the psychologist as much as it does the historian and the journalist.

● Among more than fifty men and women of the Fourth Estate who already have donated all or installments of their papers are radio commentators Cecil Brown, Henry Cassidy, Edward P. Morgan, Joseph C. Harsch, Fulton Lewis Jr., and Clifton Utley; journalists Albert Stevens Crockett, John Gunther, and Edgar Ansel Mowrer; cartoonist H. T. Webster, to mention but a few.

An impressive additional list of persons who have pledged to donate their papers is on file at the Center.

Gunnar Back of WFIL-TV, Philadelphia, has contributed, among other things, his politically tinged “Cross Fire” programs moderated for the ABC network in 1951-53 with a panel consisting of Elmer Davis, Martin Agronsky, Bert Andrews, and others.

One learns much about the medical problems of our country by perusing the radio scripts, from 1931 to date, of

# Storehouse

W. W. Bauer of Chicago, produced for the Bureau of Health Education of the American Medical Association.

● The reports on White House doings, by Charles Collingwood, CBS, cast revealing light upon President Harry S. Truman. The radio and TV scripts of Austin Kiplinger merit the special attention of historians interested in the development of our Middle West.

Twenty-seven years, from 1927 to 1954, as radio and TV editor for *The Associated Press* enabled the late C. E. Butterfield to donate letters and interviews with Guglielmo Marconi, Mary Martin, John Cameron Swayze and many other “V.I.P.’s.”

President Herbert Hoover has supplied papers and correspondence regarding the establishment of federal regulation of radio communications, 1921-1932.

A unique collection is that contributed by Helen M. Zotos, my colleague for Greece on the staff of *Associated Press* foreign correspondents. She kept a careful diary and carbon copies of all dispatches filed out of Athens from 1947 to 1949 concerning the Greek Communist Civil War.

If I may be so immodest as to refer to material covering my own fifty years in journalism, already on deposit at the Center, its principal value may well lie in my unpurged carbon copies of original dispatches out of Germany, many of which were emasculated by censors, sent to the *Associated Press* during the turbulent 1930’s and 1940’s; also, confidential reports sent to General Manager Kent Cooper of the *AP* by pouch and other safe means concerning developments in Nazi Germany; also, correspondence with prominent men in Europe and America.

● I referred at the beginning to the collections accumulating at the Mass Communications History Center as potentially supplying a sort of “new dimension” to historical research and writing. By this I mean the following:



# e for Living History

By LOUIS P. LOCHNER

The historian who in the past has tried to recapture the spirit of the times covered by his research, to evaluate events and place them in their proper perspective, and to verify the pertinent facts, naturally has steeped himself in the books written by contemporaries who lived during the period under historical scrutiny. It may also be assumed that he will consult such indexes to periodical literature as may acquaint him with what has been written in magazines, and to study pertinent articles listed there.

● But will he bother to do much research in the daily press? This is a most cumbersome and time-consuming chore. Will he try to listen to tape recordings of radio on-the-spot reporters and of commentators? I doubt it. Yet the reporter, the commentator, the columnist, the editorial writer on active duty witnesses or experiences history as it is made. And, trained to observe, he jots down data valuable to an historian if accessible.

At the Mass Communications History Center an organized effort is being made, for the first time as far as I know, to collect the life's work of representative journalists, whether they be writers, commentators, radio and TV newscasters, cameramen, cartoonists, movie producers and/or script writers, public relations experts, or technicians in the mass communication field.

● In a sense, the Fourth Estate at last is coming into its own as a source for historical lore.

In claiming for the journalist the right to be considered an historical source, it must not be forgotten that such products of his brain which are actually published or are imparted by radio voice constitute but a small percentage of his actual output.

For instance, an American correspondent while on duty abroad almost invariably sends his home office, especially by mail, many more items of news, vignettes of foreign life, and fea-

tures than he expects to see used. He does this because he wishes to give his desk editor at home a variety of subjects from which to choose. The unpublished items, if a carbon copy of everything sent is retained and deposited in the new Center, often might provide the clue to some situation that bothers the student of history.

Frequently, too, a first-class story turned in by a conscientious journalist is not used for the simple and only reason that meanwhile a news story of prime magnitude and importance has broken and a whole group of well-written articles must be consigned to the waste basket to make room, say, for the death of a President or the outbreak of war or revolution. It is a comforting thought to the writer of such a necessarily discarded piece of painstaking work to think that some historian of the future may be made happy at its discovery in the Madison Center.

● Often a good story fails to reach the home desk and, of course, the reading or listening public, because people in public life altogether too often won't stand by what they have said, and as an afterthought demand that this or that statement be stricken from their interview.

Somewhere among the papers which I had the honor to present to this Center there is a revealing text of an utterance concerning the Jewish question which Adolf Hitler made in the course of an interview I had with him. It was never published, because Hitler had made it a condition for receiving me that I would submit the text for his clearance.

● The burden of his pontification was that the Jew must be eliminated from the German scene because, as he put it, "*Wir können als Volk ihn nicht verdauen.*" ("We cannot as a people digest him.") The Italians, for instance, he said could assimilate or digest the Jew; likewise the British, but not so the Germans.

● I could but chuckle inwardly at this statement, for Hitler had only a few minutes previously extolled the superman qualities of the Nordic race, of which, incidentally, he was a most unrepresentative specimen. It seemed like a tremendous confession of weakness on Hitler's part to admit that a nation made up 99 per cent of alleged supermen could not assimilate or, if you please, coexist with the 1 per cent of its population that was non-Aryan!

The Nazi dictator must himself have  
(Turn to page 14)

## BEHIND THE BYLINE

A distinguished American journalist, **Louis P. Lochner** was first a free-lance newsman in Europe, but joined the Berlin staff of *The Associated Press* in 1924. From 1928 until 1942, when he was interned with other American reporters for five months, he was chief of AP's Berlin and Central European Bureau. He knew German statesmen and European problems well.

In World War II Lochner was the first foreign correspondent at the Polish front. He later went with German armies to fronts at Denmark, Holland, Belgium, France, Yugoslavia, Hungary, Greece, Finland and Russia. He witnessed the French capitulation at Compiègne and entered Paris on the day of its surrender, June 14, 1940. He knew German leaders of three regimes, professionally and socially, giving him insight into their unofficial mentality.

Six times he was president of the Foreign Press Association of Berlin. He was president of the American Chamber of Commerce in Berlin at one time and knew German industrial and business leaders.

Lochner is a past president of the Overseas Press Club of America, was awarded an honorary Doctor of Letters degree by Muhlenberg College, and has published six books. Now retired, he lives in Fair Haven, New Jersey.





David Brickman, editor and publisher of the *Malden Evening News* and *Medford Mercury*, who spearheaded the drive for an open meetings law in Massachusetts.

**W**HEN Governor Foster Furcolo signed Massachusetts' Open Meeting bill on October 7, 1958, no one breathed a deeper sigh than David Brickman, editor and publisher of the *Malden Evening News* and *Medford Mercury*.

Brickman's successful fight to open meetings of almost all of the boards and commissions of the state, counties, cities and towns, was largely a personal effort, although he is the first to point out that he had plenty of help.

It began six years ago when the Massachusetts Newspaper Information Service, representing the daily and weekly newspapers of the state, asked Brickman to act as chairman of its Freedom of Information Committee. To avoid duplication, the New England Chapter of Sigma Delta Chi later asked him to serve in the same capacity.

The last six years have been trying ones for Brickman—years in which many a newspaperman would have given up in disgust. Although he received little legislative support in the beginning, he managed to persuade members of the Massachusetts Senate that there was a need for a law which helped to define those areas of the public's right to know.

● The two press groups had seen the wisdom of giving Brickman free rein to act as he believed necessary. He reported at intervals to the organizations to keep them up to date on developments, thereby establishing a liaison

# Open Meetings Law In Massachusetts

By WILLIAM L. PLANTE JR.

which kept newspapers alert to the chief issue.

"Although there existed a general opinion that within the Commonwealth the public's business was being done as much in secrecy as in the open, on all levels of government, by a multiplicity of agencies, it was virtually impossible to be certain on this score—certain enough to seek confidently the enactment of any general law by the state Legislature," Brickman said.

There was, however, plenty of evidence that practices had grown out of tradition in many agencies which kept doors closed on all but press releases of what had gone on.

"Adequate law was available with respect to public hearings in the Commonwealth," Brickman explained, "but the law was generally silent on the deliberations of public agencies. This situation applied with bewildering confusion on the city and town level, the county level and the state level."

Since Massachusetts' Legislature is the most open of bodies in its deliberations and decisions, it was strikingly anomalous that such conditions should prevail.

● The first concrete action taken by Brickman on the Legislative level was to oppose bills then under consideration which would have attempted to relieve closed door conditions within narrow limits, or for specific communities.

Brickman asked, instead, that an attempt be made first to learn just what actually was the status of affairs, in terms of law and in general practice, on every level of government within the state.

The New England Chapter of Sigma Delta Chi gave this position a boost at this juncture by endorsing the view, and asking Brickman to serve as chairman of its own Committee on Freedom of Information.

"In all candor, it was not too difficult to persuade both branches of the legislature to forego a showdown on specific bills and ask for a study," Brickman said.

"It was fortunate that not long before, the Massachusetts General Court had established a Legislative Research Bureau to carry out effective studies to inform the Legislature. The bureau's function was to collate and collect responsive and authoritative material pertinent to a given question from which the Legislature could draw information to determine whether legislation was necessary."

● In 1956, the investigation was endorsed, and the Bureau ultimately produced what Mr. Brickman hailed as "one of the finest and most comprehensive studies which any state has ever had in this area."

The study was done by a professional staff which had legislative fiat behind it, and was able to amass information which was organized into a report which received wide acclaim for its accuracy and disclosures.

The principal implication was that altogether too many doors were closed and that altogether too many agencies were ignoring the current statute respecting maintenance of minutes as public records.

On the basis of the Bureau document, the chairman had drawn a bill which would apply to all levels of government in the Commonwealth. It was introduced into the Legislature in 1957 as a joint bill of House and Senate,

(Turn to page 15)

## BEHIND THE BYLINE

The story of Massachusetts' open meeting law is told by **William L. Plante Jr.**, who is editor and assistant to the publisher of the Newburyport, Mass., *Daily News*. He was graduated from Boston University with a B.S. degree in journalism cum laude in 1949. He has written a number of articles for journalism publications and is now vice president of the New England Professional Chapter of Sigma Delta Chi.

# Tips For Drama Critics On Main Street

By WALTER J. PFISTER

**W**HO writes the theatrical reviews of stage plays for the average small city newspaper?

While some newspapers have highly competent writers along such lines, in many instances the answer is, "Almost anybody." And the products of these "almost anybodies" indicate the absence of a specialist.

This article is dedicated to "almost anybody" who might be the novice preparing to write his first review, or the person called upon only periodically to do this type of thing. This is not the last word on play reviewing or a profound treatise on the subject. Rather its aim is to be a simple guide for a reporter who, without warning or opportunity for preparation, suddenly becomes his newspaper's drama critic.

One of the first principles is that a good drama critic must answer truthfully two questions concerning every play he reviews. One is: What are they trying to do on stage? The other: How well are they succeeding?

● The critic must go into some detail about the previously mentioned four fundamental elements of the theatre with special emphasis on the acting. Shakespeare was right when he wrote, "The play's the thing." Metropolitan

critics at theatrical first-nights have to decide whether the play they are seeing is good, bad or indifferent, and they don't have a great deal of time for their deliberations. The fact they quite frequently differ in their opinions indicates that no critic consistently has the copyright on the right answers for everyone. Tastes differ among critics and playgoers.

● The small city critic seldom, if ever, has to cope with evaluation of the play. Most productions put on by little theatres, high schools and in summer stock previously have been tried and found true on Broadway.

Next comes sizing up of the acting and direction. Directors help actors by making suggestions that will improve the portrayal of their roles and directors also give life, sequence and polish to the entire play. Likewise actors can be of great help to their director by faithfully following direction and frequently they also create stage "business" or helpful mannerisms of their own that improve their own portrayals. Therefore it is not easy to fix the exact line of demarcation between direction and acting.

So you have to evaluate acting and direction as best you can. If the actors are enunciating properly and are projecting so that you can understand everything they say, if they are so natural on stage that you feel you are looking in on a slice of life that is actually taking place, then the actors are doing a good job. On the other hand, if they make you self-conscious of their unreality or at any time cause you to feel embarrassed for them, then you are seeing some pretty bad acting.

● Good blocking, a lively tempo for the play, and a naturalness of movement among the actors as they go about the stage provide ample proof that a play is being well directed. An actor who has important lines to say or a vital bit of stage "business" to perform must never be "covered" or "blocked," even partially, from the



WALTER J. PFISTER

view of any member of the audience in any seat in the house.

A director can be most helpful by injecting a lively pace into his play. That means that cues must be picked up promptly so that scenes do not drag endlessly. Sometimes, especially on opening nights, non-professional actors will slow down a play by groping for lines.

● The movement of the actors and actresses about the stage is tremendously important to a successful presentation and is the director's responsibility. If the people on stage move about so naturally that you are not conscious of the fact that they are setting up the big scene, then the director knows his business. But if the actors appear wooden or lifeless or take positions like football players executing a shift, that director has a lot to learn. No director must allow his actors to telegraph their punches in advance to the audience.

(Turn to page 16)

## BEHIND THE BYLINE

Walter J. Pfister, associate editor of the Sheboygan, Wisconsin, *Press*, has been a newspaperman for some forty years. A native of Sheboygan, he started his newspaper career with the *Press* in 1918 as a cub reporter. After a year of reporting he attended the University of Wisconsin, receiving his Bachelor's Degree in journalism in 1923, and Columbia University, where he received his Master's Degree in 1924. He was city editor of the *Press* until 1952 when he assumed his present position. Active in many community endeavors, he is especially interested in the theatre. He was a charter member of the Community Players of Sheboygan, being president of the organization almost ten years.

Headlines of a few of the hundreds of theatrical reviews written by the author. His normal duties are executive, but his hobby is the theatre and when a play is being staged he usually assigns himself to review it.



**T**HREE times I have written this piece on Pakistan and three times I have destroyed my efforts. Besides the limitations imposed by the craft I serve, I sense the presence of a gentle and elderly Anglican clergyman who admonished me to "go home and write the truth," as I attempt to phrase words that will tell something of journalism in Pakistan and tell it truthfully.

To make a judgment on newspapers, even after many months spent poring over them, doesn't serve the whole truth. All well to say that this newspaper is serving only the administration and that one serving the Kremlin. Journalism in Pakistan has too many obstacles that must be understood to get a fuller idea. It has all problems of that new nation, plus some typical only to scribes.

● After half a century of clamoring for freedom, the Pakistani haven't been able to make it work. They have discovered that fostering revolution and husbanding freedom require different talents. My best judgment is that the press of that unhappy land hasn't helped the situation much.

Not the least of their problems stems from the geographical position of the Islamic Republic of Pakistan. Consider if you will the consequences that would arise if you were to join politically the Canadian Province of Quebec with the Mexican State of Sonora and proclaim them a new republic. This gives some notion of the enormous tasks facing this eleven-year-old stripling government. A thousand plus miles of hostile India lie between the two parts of Pakistan.

West Pakistan speaks Urdu, eats wheat and is as arid as Mexico. East Pakistan speaks Bengali, eats rice and has in excess of a hundred inches of rainfall a year. The people are as different in physique, custom and tradition as are the inhabitants of Mexico and Canada. They are united only by the tenuous ties of the Islamic religion and a fierce loyalty to a culture they little know or understand.

● The religious tie may be the string that trips this fledgling nation. Islamic shadows have kept a beautifully-worded constitution from working and will have the same blighting influence on any body of law. The Islamic rules of inheritance in eleven years have begun to reduce the size of rice paddies to that of nightclub dance floors.

This religious influence is felt in population pressures. Mullahs, the holy men, object to any kind of family planning. East Bengal, where I spent most of my months, is the size of Arkansas but has a population equal to one-fourth that of the entire United States.

# Free Press on Trial in

By KENNETH ALLEN

Of Pakistan's 76,000,000 population, the 32,000,000 in West Pakistan have six times the land area of Eastern semi-tropical Pakistan. Moslems count for 86 per cent of the population. The remainder includes 10,000,000 Hindus, half a million Christians, and the remainder scattered among Buddhists and Parsees. Four-fifths of the Pakistanis live on the soil. Only a dozen cities number as many as 100,000.

Illiteracy estimates run as high as 90 per cent. Even the educated are suspect. Those who can read and write are still influenced by astrology, palmistry, lucky gems, tea leaf reading and the search for omens and portents.

● This, then, is the area in which Pak journalists operate. That they do as well as they do is a matter of wonder, but all effort falls short of American standards. Most of today's journalists got what scanty training they have from the British. Usually the Pakistanis never progressed very far up the reporter's scale.

To compare the Pakistani journalist unfavorably with those of the U. S. is unfair—and untruthful. It is fairer to compare him with other professionals in that divided nation. On this basis, the Pakistani journalist fares a great deal better.

Aside from limited experience and more limited schooling, the Pakistani scribe hasn't the inquisitiveness of Americans. He is too inclined to substitute his opinions for facts. He may distort news because he and his news sources differ in politics or religion. He allows spooks and apparitions to influence him. Moreover, the Pak is too inclined to lay blame for his ills on the Indians or the British.

● The Associated Press of Pakistan is a

quasi-official agency, subsidized with public funds, sitting astride all news of the world that flows into Pakistan. Much of the news is purchased from *Reuters*. Only news favorable to the government is allowed to circulate.

The APP sends news to clients in West Pakistan by telegraph, but the same news must be radioed to Dacca for distribution to newspapers of the Eastern province. Communications are uncertain.

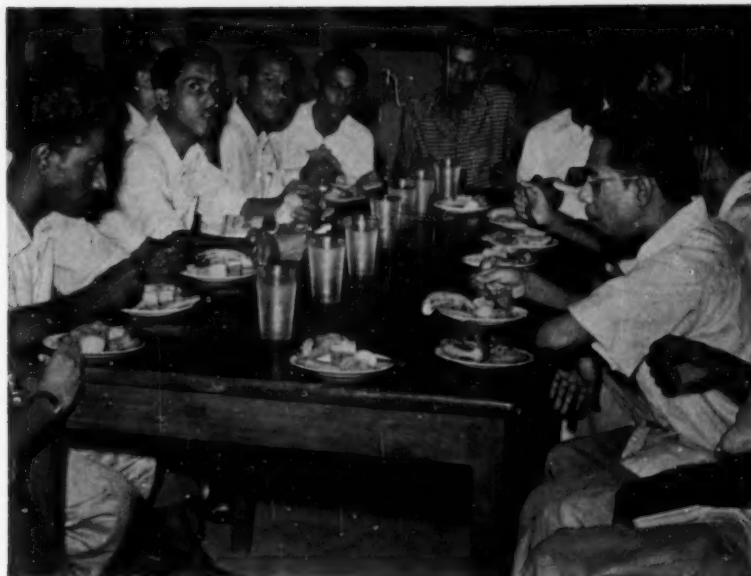
Any newsman is likely to have to answer to the police for what he writes. The International Press Institute has documented many such cases. In one instance, a cartoonist, editorial writer and publisher were kept in jail for eighty-three days because of a front page treatment of opinion that government actions were plunging the nation further into chaos. To their credit, Pakistani newsmen protested this treatment of the staff members of the Kara-



KENNETH ALLEN



# Pakistan



An after-fast "tea" staged by the Chittagong Press Club in honor of an American journalist visitor who conducted a seminar. During Ramzan, true Moslems fast from daylight to dark.

chi *Evening Times*. But they haven't succeeded in stopping police intervention.

● Even a guest editor isn't immune. I wrote an editorial protesting the building of an atomic electric plant with U. S. funds because (1) the United States didn't know how to build one, (2) the need was so great that the same money would build ten conventional plants, and (3) there was no assurance there would be atomic fuel available to keep the plant running. Next morning the police came. We had tea and a pleasant half hour. But the point wasn't missed. I am sure my mail was opened spasmodically until I sent material to the U. S. via neutral addresses.

There are subtler ways of handling any journalist who might feel the urge to crusade. The government rigidly controls all foreign exchange. A troublesome journalist has little chance of converting enough currency to travel, even if he could get a passport.

A less subtle but effective way of silencing critics is through charges made by APP for service. One night we got a brief bulletin that the United States had attempted to orbit a satellite. The last line read, "United States scientists said it would be an hour before it was known whether the satellite had gone into orbit." This was about 10 p.m. with a 3 a.m. deadline, I was relaxed. But at 2 a.m. I asked the news editor if a follow story had been filed. It had not. It was three days later the APP bothered to let us know what had happened to the "Explorer."

● I was indignant. It was—and is—my considered opinion that the United States is not getting fair treatment in many Asian newspapers. In this instance I am supported by the front pages of every newspaper in northern

India and Pakistan. The slightest news of Moscow gets preferential APP treatment and prominence in the newspapers I saw. But the Karachi gang hadn't bothered to file a story about "Explorer."

I demanded that the publisher (and remember I was only a guest editor) make representations to the APP in Karachi. He kept giving me an Oriental brushoff.

● About this time we had a visit from the Babur, largest and most powerful ship in the Pakistani navy. Admiral H. M. S. Choudri was to speak to the Rotary Club. I went to the meeting to get a few quotes from the chief of the nine-ship navy. After the speech, the admiral's secretary clutched at my mess jacket. The admiral, he said, had learned I was an American newsman. He would deem it a favor if I would send the APP an account of his speech.

## BEHIND THE BYLINE

The experiences of **Kenneth Allen** as a guest editor in Pakistan and his appraisal of the status of the press in that two-part country make for interesting and enlightening reading. The author holds the B.S. and the Ph.D. degree from Idaho State College. His journalistic experience includes many years as a staffer on newspapers in Idaho, Utah, Michigan, and Minnesota. He has served in the Idaho State Legislature and is a member of several professional press organizations. His home is at Albert Lea, Minnesota.

The admiral had sent his own public relations officer back to the ship when he learned an American newsman was present.

I promised to dispatch a few words to Dacca. Back at the office, I found the lights had failed. By candle light and in a brisk pre-monsoon gale, I put together a story for our own newspaper, then condensed the speech into 200 words for the APP. Mostly it was a speech aimed at pointing up the need for maintaining a navy. For three frustrating hours I tried to get APP to take the story and for three hours they pointedly ignored the messages. Finally, I got through by direct telephone and some guy on the other end managed to stay awake long enough to take it down. Every newspaper on our exchange list used the item.

● I cornered the publisher and demanded that stern protest be lodged in Karachi. Then I learned the facts of life in modern Pakistan.

"If I protest this, nothing will be done about the news coverage, but my assessment will surely be raised," he explained. And if a copy of this magazine ever gets into APP hands in Karachi, they might still punish my host by raising his assessments. Now that General Mohammed Ayub Khan has control of the country, I am inclined to believe APP would be more tractable. He is notoriously impatient with civilian incompetence.

Of all the Pak institutions I studied, only the military seemed free of corruption, chiseling, nepotism, skulduggery and plain downright dishon-



In a windowless building, Pakistani printers correct proofs. The handset paper, six to twelve pages, is published daily and Sunday, sells for two annas. It is worth one anna as waste paper. These are young men. The average life expectancy is thirty-one years, up from twenty-five only fifteen years ago. Hindu and Pakistani printers work side by side. Wages run to about one hundred rupees a month, about twenty dollars. Most copy is handwriting, on scrap paper, with ball point pens, available everywhere.

esty. Not all observers will agree with me in this view. With all his good points, the general fails to understand the functions of a free press. This may be a result of being badly handled by native journalists.

● It is my judgment that the State Department is doing a poor job in Pakistan. Americans sent out from the United States live apart from the people, don't bother to learn the language, live a kind of nine-to-five paper-shuffling life, and don't really know what is going on. Their after-duty hours are as likely as not to be spent in an officers' club where they meet other English-speaking white people. "Diplomatic incest" an Austrian called it.

But the men of the United States Information Service I met are doing a job that would make any journalist proud. The USIS is earning its own way. One way in Pakistan is the USIS news service. Radio reports from Manila

are compiled into mimeograph form and distributed to newspapers next day. It is being used with increasing confidence by Pakistani editors. It has a blind spot. Stories that would be likely to aggravate Indian-Pak relations are blue penciled.

● By contrast, some of the "Voice of America" programs border on sheer outrage. Seated in a circle of Pakistanis and Americans deep in the Bengali jungle, we listened to an American broadcast from Manila. After a few words of news about the troubled political world we were treated to a jolly panel discussion of "The Negro's Place in a Growing Democracy."

In the part of Pakistan where the International Press Institute sent me, there were few Americans. So the USIS asked me to conduct a six-weeks seminar in journalism. I agreed after I was assured it would be useful to our point of view. During that trying period I spent two or three hours each Friday morning facing from twenty to thirty-five young Paks. They are eager to learn, but they are more eager to get the certificate presented at the end of the period. They assessed themselves one rupee each to buy these handsomely printed documents. Then I was told these are practically negotiable. In such a land, a certificate with a gold seal can be exchanged for employment opportunities. I've heard from some of them that they now have a press club, own land and are proposing to train five journalists a year and help them find jobs. A magnificent gesture in a land where most of them won't eat regularly.

● The Pakistani has a delightfully disarming instinct for saying exactly what you want to hear, but he doesn't necessarily believe it. Since they speak with an Oxford accent, it is too easy to believe they think as we do—but they don't.

A Pakistani newspaper likely will contain a great deal more editorial opinion than it will facts. The Paks love to argue in their news and have no objections to twisting facts to fit notions.

I learned to love the ordinary Pakistani, though I have a scant regard for the elite of the country. I liked the military men I met. All think that one day they will have to fight India over Kashmir, important to West Pakistan because four principal rivers head there.

"We probably can't whip India," one colonel told me, "but we will give the blighters a run for their money."

If war comes, I would very much like to go with the East Bengal rifles to report what occurs. I wouldn't rely much on the press reports from my Pakistani friends.

Pakistani journalism is like that.

## Living History—

(Continued from page 9)

noted what a fatal admission he had made, for with an angry gesture he crossed the whole passage out as he read my script. Incidentally, when I started him on the Jewish question, white saliva exuded from both sides of his mouth.

It is only a tiny episode as history goes, yet the question still intrigues many historians: Why was Hitler so anti-Semitic? Here is one answer: An obvious inferiority complex.

● An additional fact to remember about workers in the communications media is that many of them build up confidential relationships with persons in high or influential positions and are told facts they must keep for themselves until a much later period, either to protect their source or other cogent reasons. Washington and United Nations correspondents probably lead in this category.

Imagine what a wealth of information is contained in the memoranda of such representatives of our profession, also in their exchanges of letters with statesmen, scientists, literary men, financial experts, economists, labor leaders, and the like!

Finally, there are the many "background" stories written in anticipation of an event, those decidedly of historical interest.

What if the event is suddenly called off? What if the leading figures, well characterized in the background story, do not show up? What if the locale which has been described with special reference to its historic importance is suddenly changed and the ceremony or event takes place elsewhere? All the careful preparatory work would seem to have been done in vain. Not really: the historian working in the Mass Communications History Center may yet pronounce a heart-felt "Well done, thou faithful servants of the Fourth Estate" as he discovers material of this sort.

● As one who joined his friend H. V. Kaltenborn early, and even before the Center was established, in his enthusiasm for the new venture; as one who attended the ceremonial launching of the Center on January 25, 1958, and has remained in close touch with it ever since; and as a member of its National Advisory Council, I say fervently and with deep conviction to my fellow craftsmen who possess a backlog of papers to offer, "Come and join us; thanks to you and those already committed, history will be treated from a new angle hereafter."



# Open Meetings Law In Massachusetts

(Continued from page 10)

bearing four signatures, two from each party and two from each branch of the Legislature.

That started the opposition rolling.

The term "open meeting" sounded too much like a threat to those public officials accustomed to doing the public's business in private. The chief rumble came from Massachusetts towns, which have their own government. There are more than three hundred of these in the state, all governed by boards of selectmen, and it was from the selectmen, not the public, that the rumblings came.

● At a public hearing on the measure, considerable opposition was voiced by local government officials who feared the consequences of this legislation. Hardly any of the opposition had read the text of the bill, nor were aware of its provisions for executive sessions for valid reasons outlined in the bill.

The result of the hearing was the proposal that one member of the committee with Brickman and Jonathan French, legislative agent for the Massachusetts Selectmen's Association, meet and seek to redraft the bill for resubmission to the committee. The Legislator named was Herbert Hollis, one-time selectman of Braintree, whose presence was requested by both Brickman and French.

Although French had spoken against the bill, holding that, at least, its acceptability be made a matter for local option by each city and town, his legal knowledge and craftsmanship were highly regarded by the other members of the committee.

● "It was not difficult to redraft some features of the bill to meet reasonable, practical objections without sabotaging the heart and principle," Brickman said.

Changes were made and agreed upon in principle, and excepting for Brickman's adamant refusal to agree to any concession to admitting local option and specifying executive session rights, no major point of difference arose in the final draft.

The new bill was reported favorably to the Legislature, but when it reached the floor of the House, a small but determined corps of Legislators proceeded to rip it to shreds with amendments.

First, in an effort to vent spleen against newspapers in general, an amendment was tacked on which would

require newspapers making a mistake in reporting to publish a retraction on page one in bold type the next day. An amendment was added requiring that meetings of the Governor's Council be open. That both were unconstitutional seemed to make no difference.

● Finally, a local option provision was added, making it mandatory for the legislation to be accepted by each city or town, but imposing no local option on state or county government.

The Senate took a dim view of the House amendments, but the House would not back down.

Brickman argued in vain for the returned bill, as its enemies refused to understand that they had made a "closed meeting" bill out of the "open meeting" bill by virtue of the local option clause. To the supporters of the original legislation, it seemed clear that if open meetings were not adopted by local option, it was inevitably a fair conclusion that such a failure could be construed as an endorsement of closed meetings.

● "Our argument was that the principle of open meetings was as fundamental in law as was the right of habeas corpus," Brickman said, "and we didn't believe anyone would support the thesis that habeas corpus should be a matter of local option."

The bill eventually landed in limbo when the Legislature prorogued, even though the executive committee of the Massachusetts Selectmen's Association had said it no longer had any objection to its passage.

After all the time and effort, Brickman and those who had worked with him could have been forgiven had they thrown in the sponge. But they set about picking up the pieces to begin all over again at the next session.

Under legislative rules in Massachusetts, it is possible to introduce a defeated bill again. This time it was brought out as a Senate bill, where it had been consistently supported in its objectives. Both Republican Senator Silvio Conte and Senator John E. Powers, Democratic floor leader, put their names to the legislation for 1958, giving it invaluable support.

● Away from the Boston scene, some interesting developments had been taking place. Publicity and editorial support for the legislation had gone far and wide, and some communities had taken a long, hard look at their own



WILLIAM L. PLANTE JR.

procedures. Some of these became more liberal and opened up meetings of local bodies which had been closed for years. One town saw the principle endorsed as a result of a resolution introduced at town meeting.

● In Rowley, the housewife correspondent of the Newburyport *Daily News*, barred from attending selectmen's meetings by the Chief of Police stationed at the door, campaigned for selectman on the issue, and won.

The effects were apparent. The only opposition to the bill in 1958 was on the basis of local option from some towns that had not previously been heard from.

"It was heartwarming to observe French speak for the bill and make clear the Selectmen's Associations' willingness to live with it," Brickman said.

No other amendments were proposed at the hearing. It was notable, too, that not long before the Governor of the Commonwealth, Foster Furcolo, had told a meeting of the New England Associated Press Managing Editors Association that he supported the principle of open meetings in the state.

● The Committee on State Legislation endorsed the measure for passage the same day of the hearing, but once again the House tacked on the local option amendment. The Senate, however, rejected the amendment and sent the bill to the House for action again. A Conference Committee unanimously receded from the local option position, and, according to Brickman, "the floodgates opened."

Legislative leaders of both parties in the House drove to overcome the opposition of some members of both parties, and finally, on October 1, 1958, the first day of National Newspaper Week, the House passed the legislation by a roll call vote of 141 to 44. Brickman's six year fight and that of the many newspapermen and interested legislators and private citizens who assisted him, had been won.

# Drama Critic—

(Continued from page 11)

A critic must consider the production values of a play, or the lack of them. Production includes the mechanical and physical problems of lighting effects and scene shifting, costuming, make-up, properties—everything required to present a play, including settings and stage furnishings. These must help the play, never hinder it.

Having considered all these aspects of the play you have just seen, you are ready to write your review.

First of all, in a general way at least, answer the two questions about what the players, director and production staff are trying to do and how well they are doing it. If the show is being well received by the audience and yourself, say so. If the acting and direction and production are good, make mention of them in your summary evaluation of the presentation.

● Dispose of what the play is about in a paragraph. Usually that is plenty. And don't give away the plot!

Then start in on the actors and actresses in the order of their importance. Often one role dominates and carries the show with the assistance of some supporting characters. In that case, start with him, follow with the supporting players, and gradually simmer down to lesser performers.

Occasionally two or more characters are principals and of equal importance to the play. Then it is best to group them all in one general all-inclusive sentence or paragraph before dealing with them one by one.

When dealing with individual actors and actresses, describe what type of characters they portray. For example, in "Mister Roberts" the captain is "illiterate, arrogant, blustering and despotic" while the ship's medical officer, "Doc," is "a casual, smooth medical man who possesses a droll sense of humor and a keen insight into human nature," etc.

● At least a paragraph should be devoted to each principal and even more if it happens to be a one-man or one-woman show. Lesser characters can be grouped and treated briefly. However, when some inspired actor takes a minor role and makes quite a production out of it, he deserves the reward of special mention.

I have three standards of evaluation in reviewing plays, one for the professional, one for the semi-pro and one for the non-professional theatre. With the professional companies I am brutally frank if the company is not up to par in every respect. If a theatre patron pays the price for a professional show, he is entitled to get his money's worth.

With non-professional players I am even more considerate. You can't expect every high school student in the class play or every layman in a little theatre production to be finished actors and actresses. Overlook what is bad to single out the good. It is amazing how much good you can find in the average amateur theatre production.

Fortunately the little theatre is no problem that requires a reviewer to pull his punches in my community, Sheboygan, Wisconsin. When a city is basketball-mad or football-mad it usually has a pretty good basketball or football team. Well, Sheboygan is theatre-mad.

● With the city's population around 45,000, the Sheboygan's Community Players have a membership of nearly 5,300 and is growing. When that many people are interested in the theatre in a small city it is astounding the amount of talent that can be discovered and developed. The result is that the little theatre reaches a high plane.

If this article in any way helps some hapless embryo critic in how to go about writing his first review, then the time and effort expended in its writing have been well worth while.

# Regional—

(Continued from page 7)

choose. Sometimes, he may touch two or three. If there is a top brass press conference, he must try to evaluate its news potential and decide whether it is more important than developments on Capitol Hill or elsewhere.

● He makes an effort to reach most of the legislative offices in his Congressional delegation daily. It can be done by telephone, but personal contact obviously works better if there is time. If he misses out on his "rounds," he faces the longer and more involved process of calling the legislators he wants to see off the House and Senate floors.

Committee sessions are generally ended by noon. The regional man tries to get to House Speaker Sam Rayburn's off-the-record press conference before the legislative session begins on the House side. He will then turn either to the House or Senate debate, depending on which he thinks has the greater story potential. The votes on both sides, if there are any, are checked.

● Finally, at perhaps 4 p.m., with three to five stories under his belt, the correspondent begins writing.

But that is a routine day. It is easily disrupted. If the correspondent skips the President's press conference, and something of specific interest to his

area arises, he must backstop his lack of judgment as assignment editor and become a rewrite man, using the transcript of the press conference as his source.

● Then there are the handouts. They come in to the House and Senate Press Galleries from innumerable sources, including the senators and representatives. They are available at the National Press Club. Government agencies grind them out daily.

In the midst of all this, a national story with a regional emphasis may confine the regional correspondent to the House or Senate debate from noon on. Here there are no handouts. But quotations and speeches can be checked for accuracy with the stenographers who take down every word that is uttered. If a story of sufficient importance develops in the House or the Senate, the regional man may let everything else go and concentrate his day's effort on that.

The frustrating factor lies in the fact that the regional man, along with scores of other newswriters in Washington, doesn't have the time to sit down and write the kind of story he would like to.

● Even in the period when Congress is not in session, the demand persists. Stories that fit his needs are harder to get. If the regional man has a column, he may do some interpretative writing. But somehow, the pressures seem to become greater than they are when there is activity at every corner.

Only occasionally does his job become drudgery, for there is probably no place in the world more vital than Washington. Then, too, there is the occasional "big story" that may, and sometimes does, send him to the Hungarian border, Bermuda, London, the Arctic Circle, a U. S. city such as Detroit, or out with political candidates. Every four years, too, there are the political conventions.

● A regional man for an upper New York state daily a few weeks ago was sent by his editor to Alaska "to get the kind of story that shows what the forty-ninth state is going to be like."

But this type of assignment is the exception for the Washington man for an area newspaper. In nearly every instance, when he goes off on a trip of this kind, there is a regional angle.

The regional man may get tired and frustrated. He may look with more than casual interest at public relations jobs or congressional posts that will mean considerably more money to him. But one doesn't hear him gripe a great deal. Generally he is convinced that, newspaperwise, he has a job that would be hard to beat.

He may even be right.



# Sigma Delta Chi NEWS

NO. 76

MARCH, 1959

## President Byron Appoints 1959 Sigma Delta Chi Committees, State Chairmen and Representatives

James A. Byron, National President of Sigma Delta Chi, Professional Journalistic Fraternity, and News Director of Station WBAP AM-FM, Fort Worth, Texas, has announced the list of national committee appointments to carry on major activities of the Fraternity during 1959.

Twelve committees were named: Advancement of Freedom of Information, Fellows Nominating, 50th Anniversary Observance, Historic Sites Nominating, Honor Awards, International Expansion, Professional Chapter Program, Public Relations, Research, Ritual Revision, Undergraduate Chapter Program and Ways and Means.



Byron

In addition, a National Historian, State Chairmen and three undergraduate representatives to the Executive Council were named.

Personnel of the committees follow:

**Advancement of Freedom of Information**—V. M. Newton Jr., Managing Editor, Tampa (Fla.) Morning Tribune, Chairman; David Howe, Publisher, Burlington (Vt.) Free Press; Clark Mollenhoff, Washington (D. C.) Correspondent, Cowles Newspapers; Theodore Koop, Director, CBS Washington (D. C.), News and Public Affairs; Don Carter, City Editor, Atlanta



Newton

(Ga.) Journal; Sam Saran, NBC, Chicago, Ill.; Alvin E. Austin, Dept. of Journalism, University of North Dakota, Grand Forks, N. D.; William Byers, Houston Chronicle Correspondent, Austin, Tex.; Bob Murphy, Syracuse (N. Y.) University; Harm White, Phoenix, Ariz.; John L. Chandler, United Press International, Albany, N. Y.; Howard Cleavinger, Managing Editor, Daily Chronicle, Spokane, Wash.

**Professional Chapter Program**—Ralph Renick, Vice President, Station WTVJ, Miami, Fla., Chairman; Ed Thomas, Public Relations Manager, Southern Bell Tel. & Tel., Atlanta, Ga.; Paul Swensson, Managing Editor, Minneapolis (Minn.) Star; Leonard E. Mohrmann, Texas League of Municipalities, Austin, Tex.; Pete Eiden, San Diego (Calif.) Union; William J. Trepagnier,



Renick

Editor, Motor News, Detroit, Mich.; Farrell C. Strawn, KCMO Broadcasting, Kansas City, Mo.; Irwin S. Blumenfeld, University of Washington, Seattle, Wash.; Sandy McCullar, Dallas (Tex.) Morning News; Alex Troffey, Kaiser Industries Corp., Oakland, Calif.; Thomas C. Abbott, General Motors Corp., Detroit, Mich.; Kenneth West, Managing Editor, Lansing (Mich.) State Journal.

**Ritual Revision**—Erle F. Ross, Penton Publishing Co., Chicago, Ill., Chairman; Ira W. Cole, Dean, Medill School of Journalism, Northwestern University, Evanston, Ill.; Thomas E. Ward, United States Steel Corp., Chicago, Ill.

**Undergraduate Chapter Program**—Maynard Hicks, Associate Professor of Journalism, Washington State College, Pullman, Wash., Chairman; Robert Baram, School of Journalism, Boston (Mass.) University; Robert E. G. Harris, Chairman, Dept. of



Hicks

Journalism, University of California at Los Angeles; William Kuerth, Dept. of Journalism, Iowa State College, Ames, Iowa; Robert Rudoff, University of Miami, Coral Gables, Fla.; Robert J. Cranford, School of Journalism, University of Nebraska, Lincoln, Neb.; John L. Hulteng, School of Journalism, University of Oregon, Eugene, Oregon; Harold L. Nelson, School of Journalism, University of Wisconsin, Madison, Wis.; Granville Hicks, University of Idaho, Moscow.

**Research**—Robert L. Jones, Director, School of Journalism, University of Minnesota, Minneapolis, Minn., Chairman; Sidney Goldish, Research Director, Minneapolis (Minn.) Star and Tribune; George E. Simmons, Dept. of Journalism, Tulane University, New Orleans, La.; David Manning White, Boston (Mass.) University; Norval Neil Luxon, School of Journalism, University of North Carolina, Chapel Hill, N. C.



Jones

**Ways and Means**—Robert M. White, II, Co-Publisher and Co-Editor, Mexico (Mo.) Ledger, Chairman; Walter Burroughs, Publisher, and Editorial Director, Costa Mesa (Calif.) Globe Herald and Pilot; Donald H. Clark, President, Commerce Publishing Company (publishers of Club Management and other trade magazines), St. Louis, Missouri.



White



Ross



**Honor Awards**—Mason Rossiter Smith, Editor and Publisher, Tribune-Press, Gouverneur, N. Y., Chairman; V. M. Newton, Jr., Managing Editor, Tampa (Fla.) Morning Tribune; Charles C. Clayton, Dept. of Journalism, Southern Illinois University, Carbondale, Ill.; Alvin E. Austin, Dept. of Journalism, University of North Dakota, Grand Forks, N. D.; John McClelland



Smith

Jr., Publisher, Longview (Wash.) Daily News; Floyd Arpan, Medill School of Journalism, Northwestern University, Evanston, Ill.

**Fellows Nominating**—Robert J. Cavagnaro, General Executive, Associated Press, San Francisco, Calif., Chairman; Sol Taishoff, Editor and Publisher, Broadcasting, Washington, D. C.; Mason Rossiter Smith, Editor and Publisher, Tribune-Press, Gouverneur, N. Y.

**Historic Sites Nominating**—Ed Emery, University of Minnesota, Minneapolis, Minn., Chairman; Emmett



Cavagnaro

Dedmon, Managing Editor, Chicago (Ill.) Sun-Times; W. Earl Hall, Editor, Mason City (Iowa) Globe-Gazette; John Emmerich, Managing Editor, McComb (Miss.) Enterprise Journal; Edward K. Thompson, Managing Editor, Life Magazine, N. Y., N. Y.; Gordon B. Greb, San Jose (Calif.) State College; Jim Fuller, Bell Helicopter Corp., Ft. Worth, Texas; Dick Leonard, Milwaukee (Wis.) Journal; Robert Chandler, Bend (Ore.) Bulletin; Eugene Schroeder, Associated Press, Detroit, Mich.

Each year three undergraduates are appointed to represent the undergraduate chapters on the National Executive Council-Board of Directors. The representatives appointed this year are:

Karl Nordling, President, DePauw University Undergraduate Chapter, Greencastle, Ind.

Ronald David Cantera, President, Wayne State University Undergraduate Chapter, Detroit, Mich.

Harry Tessel, President, UCLA Undergraduate Chapter, Los Angeles, Calif.

Victor E. Bluedorn, Executive Director of Sigma Delta Chi was named Historian.

**International Expansion**—Erwin Boll, German Consulate, Chicago, Ill., Chairman; Herbert W. McManus, Saturday Night, Toronto, Ontario, Canada; H. R. Long, Dept. of Journalism, Southern Illinois University, Carbondale, Ill.; T. Hawley Tapping, Sillman University, Philippine Islands; Jim Becker, Associated Press, Philippine Islands; William H. Metcalfe, Winnipeg, Manitoba, Canada; Fred L. Bergmann, Dept. of English, DePauw University, Greencastle, Ind. (Ex-Officio); Mason R. Smith, Editor and Publisher, Tribune-Press, Gouverneur, N. Y.



Boll

**Public Relations**—James Brooks, Public Relations Manager, Ekco Products Co., Chicago, Ill. (Committee members to be announced later).

State Chairman appointed are:

Alabama—Lowell S. Hamilton, Chamber of Commerce, Birmingham.

Alaska—Bill J. Tobin, Associated Press, Juneau.

Arizona—Marvin H. Alisky, Arizona State University, Tempe.

Arkansas—Ernie C. Deane, Arkansas Gazette, Little Rock.

California (Southern)—Walter Burroughs, Publisher, Costa Mesa Globe Herald and Pilot.

California (Northern)—Raymond L. Spangler, Redwood City Tribune.

Colorado—Vic Danilov, University of Colorado, Boulder.

Connecticut—Bob Goldberg, Bloomfield.

Delaware—Martin Klaver, News Journal, Wilmington.

Florida—V. M. Newton, Jr., Tampa Tribune.

Georgia—Rhea T. Eskew, United Press International, Atlanta.

Hawaii—Jack Crandell, Honolulu Star Bulletin.

Idaho—Hugh Wagon, Idaho State Journal, Pocatello.

Illinois—Martin J. Gagie, Danville Commercial News.

Indiana—William Shover, Indianapolis Star & News.

Iowa—William T. Kong, Register and Tribune, Des Moines.

Kansas—Dolph C. Simons Jr., Lawrence Daily Journal-World.

Kentucky—Joe A. McCauley, University of Kentucky, Lexington.

Louisiana—Harold Rubin, Dixie Roto Magazine, New Orleans.

Maine—Marius Beaudoin Peladeau, Lewiston Daily Sun.

Maryland—Fred I. Archibald, News-Post and American, Baltimore.

Massachusetts—William Plante, Newburyport News.

Michigan—Harold Shanafeld, Florists Telegraph News, Detroit.

Minnesota—Paul Swensson, Minneapolis Star.

Mississippi—Phil Stroupe, State Agricultural Board, Jackson.

Missouri—Frank Rucker, University of Missouri, Columbia.

Montana—John F. Ryan, Montana State University, Missoula.

Nebraska—Murray Moler, United Press International, Omaha.

Nevada—John Sanford, Nevada State Journal, Reno.

New Hampshire—John H. Auran, Valley News, West Lebanon.

New Jersey—Larry Carpenter, Boy Scouts of America, New Brunswick.

New Mexico—Ben Caine, KDEF Radio, Albuquerque.

New York—Howard L. Kany, CBS News Films, New York City.

North Carolina—Stanley P. Barnett, Tryon.

North Dakota—John O. Hjelle, Bismarck Tribune.

Ohio—Brady Black, Cincinnati Inquirer.

Oklahoma—Ralph Sewell, Times Oklahoman, Oklahoma City.

Oregon—J. Richard Eimers, Associated Press, Portland.

Pennsylvania—Joseph H. Snyder, Associated Press, Philadelphia.

Rhode Island—Herbert M. Hofford, University of Rhode Island, Kingston.

South Carolina—Jesse Rutledge, State Highway Department, Columbia.

South Dakota—George Phillips, South Dakota State College, Brookings.

Texas—Staley T. McBrayer, Arlington News.

Tennessee—Frank R. Ahlgren, Editor, Commercial Appeal, Memphis.

Utah—Theron Luke, Provo Herald.

Vermont—J. Warren McClure, Burlington Free Press.

Virginia—Virginius Dabney, Times Dispatch, Richmond.

Washington (East)—Thad Byrne, Spokane.

Washington (West)—Murlin Spencer, Associated Press, Seattle.

Washington, D. C.—David Von Sothen, NBC.

West Virginia—Warren Agee, West Virginia University, Morgantown.

Wisconsin—Arville Schaleben, Milwaukee Journal.

Wyoming—Robert R. Allbaugh, Laramie Newspapers, Inc.

## NEED HELP?

The April issue of the Sigma Delta Chi NEWS will publish a listing of the upcoming journalism graduates who will be available for employment. Watch for it.

# Fiftieth Anniversary Observance Committee Named

The following were appointed to the 50th Anniversary Observance Committee which will put into action this year the plans developed by a committee over the past five years.

## 50th Anniversary

**History of Sigma Delta Chi**—Charles C. Clayton, Dept. of Journalism, Southern Illinois University, Carbondale.



Clayton



Root

## 50th Anniversary

**Undergraduate Chapter Observance**—Robert Root, School of Journalism, Syracuse (N. Y.) University.

And members of the Undergraduate Chapter Program committee listed on page 17.

## 50th Anniversary

**Professional Chapter Observance**—V. M. Newton, Jr., Managing Editor, Tampa (Fla.) Morning Tribune.

And members of the Professional Chapter Program committee listed on page 17.

## 50th Anniversary

**Television Program**—Sol Taishoff, Editor and Publisher, Broadcasting, Washington, D. C., Chairman; Turner Catledge, Managing Editor, New York (N. Y.) Times; Bernard Kilgore, President, Wall Street Journal, New York, N. Y.; Edward Barrett, Dean, Graduate School of Journalism, Columbia University, N. Y., N. Y.; Theodore F. Koop, Director of News, CBS, Washington, D. C.; William Ray, Director of News, NBC, Chicago, Ill.; Leonard H. Goldenson, President, American Broadcasting-Paramount Theaters, Inc., New York, N. Y.; John Cowles, Jr., Vice President, Minneapolis (Minn.) Star and Tribune; Barry Bingham, President and Editor, Courier-Journal, Louisville, Ky. (Ex-Officio): Charles C. Clayton, Dept. of Journalism, Southern Illinois University, Carbondale, Ill., and Victor E. Bluedorn, Executive Director.



Taishoff

## 50th Anniversary

**National Convention**—Eugene S. Pulliam, Managing Editor, Indianapolis (Ind.) News, Chairman; Frederick W. Bergmann, Head, Dept. of English, DePauw University, Greencastle, Ind.; Howard C. Gillespie, Bureau of Information, Purdue University, Lafayette, Ind.; James A. Stuart, Editor, Indianapolis (Ind.) Star; C. P. Littell, Indiana Bell Telephone Co., Indianapolis, Ind.; Irving Leibowitz, Asst. Managing Editor, Indianapolis (Ind.) Times. Honorary Chairmen: William M. Glenn, L. Aldis Hutchens, LeRoy Millikan, Eugene C. Pulliam, Paul Riddick.



Pulliam

(Additional appointments will be announced later).

The 1959 Golden Anniversary convention will be held at the Claypool hotel, Indianapolis, Ind., November 11-14.

The convention program will include a trip to DePauw University located at Greencastle where the Fraternity was founded on April 17, 1909.

## 50th Anniversary

**Public Relations**—James Brooks, Public Relations Manager, Ekco Products Co., Chicago, Ill. (Committee members will be announced later).



Brooks

**Honorary Chairmen**—All living past presidents of Sigma Delta Chi were named honorary chairmen.

Felix M. Church, Lee A. White, Ward A. Neff, T. Hawley Tapping, George F. Pierrot, Donald H. Clark, Roy L. French, James A.

Stuart, Edwin V. O'Neel, Franklin M. Reck, Charles Edwin Snyder, Walter R. Humphrey, John E. Stempel, Carl P. Miller, Tully Nettleton.

George A. Brandenburg, Irving Diliard, Palmer Hoyt, Willard R. Smith, Barry Faris, George W. Healy Jr., Luther A. Huston, Neal Van Sooy, John M. McClelland Jr., Charles C. Clayton, Lee Hills, Robert U. Brown, Alden C. Waite, Mason Rossiter Smith, Sol Taishoff, and Robert Cavagnaro.

SOUTHERN



*The story of American Journalism is the story of Sigma Delta Chi and the men who have fought*

## FIFTY YEARS FOR FREEDOM

by Charles C. Clayton

From a handclasp in 1909—to a world-wide band of brothers. The scope of Sigma Delta Chi has grown fantastically in five decades—but its aims and ideals remain the same. Here is the full, dramatic story of the group that has done most to raise the standards of journalism throughout America—and the world.



April 17, \$4.50

Pre-publication price, \$3.75

Order your copy through your local Sigma Delta Chi chapter or from

**SOUTHERN ILLINOIS UNIVERSITY PRESS**  
CARBONDALE, ILLINOIS



## Chapter Activities

**CHICAGO**—The Medill School of Journalism was host to the Chicago Professional chapter at its regular November meeting.

Sam Sarraan of NBC, one of the chapter's members who attended the San Diego meeting, reported on what went on during the annual convention of Sigma Delta Chi.

Isaac Gershman, managing editor of the City News Bureau, reported that the Medill School's internship of journalism students is beginning to pay off. The eager students receive on-the-job training through the Chicago City News Bureau. It assists reporters on city hall, county building and criminal court building assignments.

"Although our students are beat, they have not given a word of complaint," Gershman said. "What we have done is bridge the gap between school and professor."

Gershman also is confident the gap from school room to news room is only temporary.

"We have much of the problem licked. People who would only accept them as students now are asking for them. Instead of training them we are using them on beats. What you are hearing on television and reading in the newspapers was in some cases reported by Northwestern University students.

"They have the advantage of a reporter as an instructor. But the actual experience puts Northwestern U. on top of schools specializing in journalism courses. It sets a pattern for a pioneer plan that will be followed by other publishers, news services and colleges all over the country," Gershman said.

He pointed out that the four Chicago dailies have asked: "When can we hire these fellows?"

Gershman, who has trained many of the fourth estate's grads, said many people, who aren't too friendly toward journalism graduates, now are accepting them.

"Whoever would believe you could teach reporting? But believe me it can be done," he said.

"We have a slogan. When we train 'em, we train 'em right!"

Gershman attributed much of the City News Bureau's success to his assistant, Walter Ryberg, Day City Editor of the bureau.

With Ira W. Cole, center, dean of the school, acting as host are Tom Abbott, left, president of the chapter, and Isaac Gershman, managing editor of the City News Bureau of Chicago. The statue behind them is a bust of Joseph Medill, founder of the Chicago Tribune, for whom the school is named.—Edward S. Kitch.



**NORTHWESTERN OHIO**—Walter Reuther, president of the United Auto Workers, discussed the responsibility of the press in the coverage of labor news at a meeting of the Northwestern Ohio Chapter. Nearly 100 members and guests, the largest attendance in the history of the chapter, were on hand.

Mr. Reuther cited specific instances, with clippings from newspapers, in which he claimed the press had failed in fairly presenting labor news. He also cited instances where he thought the press had done excellent work in coverage of labor events.

The appearance of Mr. Reuther followed the policy of the program committee of the Northwestern Ohio Chapter, co-chairmen of which are Bernard Judy and Allen Schoedel, Toledo Blade reporters, in bringing nationally-known figures in the news to the meetings in Toledo. Bill Veeck, former owner of the Cleveland Indians, discussed the troubles with professional baseball at an earlier meeting. Other meetings included a debate between Cong. Thomas Ludlow Ashly (D-Toledo), and his Republican opponent, William Gernheuser, and a radio-television panel conducted at the new \$2½ million union at Bowling Green State University at which journalism students from the university were guests.

Mr. Judy and Mr. Schoedel are now making plans for a industrial figure to speak. The December meeting was centered around a Christmas theme at which the founders of the chapter were honored.

From left, Walter Reuther; Willis Harrison, associate editor, Toledo Blade, president of the Chapter; William Day treasurer, and Allen Schoedel, co-chairman of the program committee.—William Day.

**UNIVERSITY OF FLORIDA**—The University of Florida chapter will "sponsor" a weekly educational television show, Pathways to Faith, over the University ETV channel.

Leslie E. Clemens, chapter secretary and program coordinator, says the purpose of the program is to promote a better understanding of the world's faiths. It is designed to enlighten its audience about particular beliefs and rituals regarding the various religions, and to tell why people of these different faiths believe as they do.

Each week a panel of four chapter members will discuss a religion with a guest panelist. The faiths to be discussed are: Hinduism and Sikh, Confucianism, Judaism, Islam, Roman Catholic, Presbyterian, Unitarian and Greek Orthodox.

The guest panelists are members of the student body, faculty and local religious leaders.

Earl J. Kaplan, chapter president, will serve as moderator and as a member of the panel. Other panel members from the chapter are Leslie E. Clemens, Roger S. Gilmore and Lawrence Rogers, Jr.—John Rasor.



**SOUTHERN ILLINOIS**—Problems of the press in four foreign countries were discussed by a panel of five students at a meeting of the Southern Illinois Professional Chapter at Scott Air Force Base, near St. Louis. Nations represented by the students, all studying journalism at Southern Illinois University, were Korea, Nationalist China, Japan and Jordan. Wives of members were guests at the dinner meeting, which was held at the Officers Club.—**Ray Rowland.**

**INDIANA**—The Indiana Professional Chapter of Sigma Delta Chi doffed its collective hat to three of Indiana's top journalists—the editors of Indianapolis' three daily newspapers.

Honored for their roles in Hoosier journalism were James A. Stuart, editor of the Indianapolis Star and national SDX president in 1927-28; C. Walter (Mickey) McCarty, the Indianapolis News, and Walter Leckrone, the Indianapolis Times.

Handsome plaques were presented to the editors at the Fraternity's noon meeting which attracted nearly 200 persons. Toastmaster was Roger Branigin, prominent Indiana attorney from Lafayette who is rumored as Democratic party choice for governor or senator in 1960.

The copper-engraved plaques read:

"Your many friends and associates in and allied with the journalism profession present to you this commemorative plaque as a small token of their heartfelt appreciation.

"You have exemplified the highest ideals of the journalism profession . . . you have given freely of your talents to better our community, state and nation . . . you have earned man's greatest reward, the love and devotion of your fellow man."

The occasion marked the first public appearance for Stuart who was stricken shortly after the 48th annual convention in November of 1957 at Houston, Tex.

The meeting also featured a report of the San Diego convention and some insight into Indianapolis' plans for the 50th anniversary meeting to be held in Indianapolis Nov. 11-14, 1959. William R. Shover, chapter delegate, reported on both events.

Chapter officers elected for '59 were:

Eugene S. Pulliam, managing editor of The News, president; John Stevens, editor of the Star's teen-age tabloid edition, the Teen Star, vice-president; Shover, assistant public relations director of the Star and the News, secretary, and Frank Salzarulo, farm editor of the News, treasurer.

Board members named were Harold Hartley and Ted Knap of the Times; Ed Cotton of the Star; Dale Burgess, Associated Press; Allen Jeffries, Radio Station WISH; G. P. Littell, Indiana Bell Telephone Co., and Scott Waldon, Indiana Motor Truck Association.

Editors of the three Indianapolis daily newspapers honored are (left to right) Walter Leckrone, the Indianapolis Times; James A. Stuart, former President of the Fraternity, the Indianapolis Star, and C. Walter (Mickey) McCarty, the Indianapolis News.



**GRINNELL**—Two national past presidents returned to Grinnell, their alma mater, to participate in a chapter dinner and initiation ceremony. Donald H. Clark, center, and Willard Smith, right, who held presidential reins in 1925-26 and 1943-45 respectively, demonstrated that small chapters like Grinnell can have national impact and intense campus loyalty, when they joined with "Better Homes and Gardens" editor Hugh Curtis (left), to honor four initiates and to offer suggestions and answer questions concerning SDX, the undergraduate, and employment possibilities in journalism.

Clark is presently the editor and publisher of trade journals in St. Louis, including "Club Management," "Mid-Continent Banker," and a string of others; Smith is manager of the Madison, Wis., bureau of the Milwaukee "Journal."

Dinner guests numbered 20, with representatives from Iowa State College and the State University of Iowa in addition to Grinnell alumni and professionals. Principal speakers were Clark and Curtis, with Smith participating in the initiation ceremonies which followed the dinner. Curtis is co-adviser of the Grinnell chapter.—**Walter Jacobson.**

**CENTRAL PENNSYLVANIA**—Gov. Elect Lawrence, second from left, put the accent on news when he addressed the Central-Penn Chapter of Sigma Delta Chi. With the governor are, left to right, John Paget, Harrisburg, past president of the chapter; Clem Sweet of the Evening News, re-elected secretary, and John McNichol, Williamsport, new president of the chapter.

*Evening News Photo*

*Star Photo*



SDX NEWS for March, 1959



## Obituaries

**Eugene C. Glasgow** (Min-'20), of Kensington, Md., died December 8 of a heart ailment.

**A. C. Olsen** (ND-Pr-'47), former owner and editor of the New Rockford (N. D.) Transcript.

**Jim D. Harvel** (Okla-'49), of Liberal, Kas., was killed in a car-train accident on October 10.

**Ronald Miller** (Mon-'29), of Los Angeles, Calif., died May 18, 1958.

**James S. Sheehy** (UOr-'17), former Pacific division radio editor for United Press International in San Francisco, Calif., died December 1 of a stroke.

**C. Kuykendall** (Cm-'21), of Asheville, N. C., died May 7, 1957.

**Thomas C. Murphy** (Ia-'18), publisher of the Express Publishing Co., in Red Oak, Iowa.

**S. Alfred Sillyer** (UWn), of Sunnyside, Wash.

**Frank J. Clancy** (Syr-Pr-'46), chairman of the board of the Buffalo (N. Y.) Courier-Express, died December 11.

**Frederick C. Othman** (WDC-Pr-'50), Washington (D. C.) columnist for United Feature Syndicate, died December 27 of a heart ailment.

**William J. Hagen** (ND-Pr-'52), of Phoenix, Ariz., died December 31.

**M. H. Hedges** (DeP-'10), retired labor consultant and a founder of Sigma Delta Chi, died January 6 of a heart attack in Takoma Park, Md.

**Win V. Working** (ND-Pr-'58), of Graf-ton (N. D.), died January 4.

**Guy E. Reed** (Neb-'11), of Chicago, Ill., died January 2.

**Bryon L. Abernathy** (Mo-'21), editor and publisher of the Duncan (Okla.) Banner, died January 16 after a two year illness.

**Luther Harrison** (Okla-Pr-'25), editorial writer for the Daily Oklahoman, Oklahoma City, died January 16 after a two year illness.

**Seymour Berkson** (NYC-Pr-'46), publisher of the New York Journal-American, died of a heart attack January 4.

**Michael A. Gorman** (Det-Pr-'51), of Flint, Mich., died October 11, 1958.

**John M. Miller** (UKn-'14), of Atchison, Kas., died December 19.

**Stephen T. McGinnis** (Ala-Pr-'53), of Birmingham, Ala., died in January.

**Robert W. Ginsburg** (Mo-'25), of Columbia, Mo., died November 19 of coronary thrombosis.

**Wade E. Griswold** (Cm-'24), of New York City, died in October, 1958.

**R. B. Beard** (Fla-Pr-'43), of Gainesville, Fla., died in December.

**Sherman W. Needham** (Grn-Pr-'28), former editor and publisher of the old Ames, Iowa Milepost, died January 16 of a heart attack.

**David K. Steenbergh** (Mqt-Pr-'32), of Milwaukee, Wis., died January 14 after three weeks of illness.

**Karl Koerper** (KC-Pr-'48), of Kansas City, Mo., died April 8, 1957.

## Founder Marion Hedges and Past President Bob Tarr Die

Sigma Delta Chi lost a true friend and willing worker as Past National President Robert B. Tarr died in his sleep November 15 while attending an Associated Press managing editors convention at French Lick, Ind.

Journalism was an early love for Bob Tarr and he joined the staff of the



Tarr

Greensburg Review while attending high school near his birthplace in Tarrs Station, Penn. The Michigan Daily carried his byline while he worked toward his degree in journalism from the University of Michigan. Following his graduation in 1924, he served with the Burroughs Corporation and the Detroit

News before joining the Pontiac Press as a reporter in 1925. Here he rose to suburban editor and then city editor before being named managing editor in 1951.

The silver-haired, soft-spoken newsman truly typified the ideals of SDX and was a source of constant aid and inspiration to scores of young reporters.

Prior to serving as national SDX president in 1929, Mr. Tarr was a member of the executive council and SDX secretary. He also served as president of the Detroit Professional Chapter and was believed to have attended more national conventions than any other member.

He was a member of the National Press Club, a past president of both the Pontiac Lions Club and the Oakland County Torch Club, and a member of the first city editors' seminar of the American Press Institute at Columbia University in 1947.

The 57-year-old newsman is survived by his wife, Florence; and two sons, David, a journalism senior at the University of Michigan, and James L., of Champaign, Ill.

**William L. McGill** (TxU-'23), state coordinator of defense in Austin, Tex., died January 5.

**Reginald S. Tolley** (KC-Pr-'51), of Kansas City, Mo., died April 23, 1958.

**Bryon C. Utecht** (Aus-Pr-'54), of Austin, Tex., died January 19.

**Fred A. Hamlin** (Pit-'27), 53, editor and publisher in the aviation field, died February 10 after a month's illness.

**Walter E. Nelson** (Knx-'21), 61, director of sales for Eli Lilly and Company in Indianapolis (Ind.), died November 1 of a cerebral hemorrhage.

**Fred Lockley** (UOr-Pr-'23), 87, of Portland (Ore.), died October 15 after a year's illness.

Marion H. Hedges, retired labor consultant and a founder of Sigma Delta Chi, professional journalism fraternity, died January 6 of a heart attack in Takoma Park, Md. He was 70 years old.

Before his retirement in 1954, Mr. Hedges had served as labor adviser to various Government agencies and as research director of the International Brotherhood of Electrical Workers.

Mr. Hedges was Professor of English at Beloit College from 1913 to 1920 and a reporter for the old Minneapolis Star from 1920 to 1924. He participated in the founding of Sigma Delta Chi in 1909 while a student at DePauw University.

Mr. Hedges, who graduated from DePauw in 1910 and later received a master's degree from Harvard, began his association with the International Brotherhood of Electrical Workers in 1924.

He had served as secretary of the Council on Industrial Relations for the Electrical Construction Industry and also of its National Joint Committee on Apprenticeship Standards.

Formerly a special consultant on labor relations to the Tennessee Valley Authority, Mr. Hedges was a United States delegate to several International Labor Conferences in Geneva and a technical adviser to the World Textile Conference held in Washington in 1937.

In World War I Mr. Hedges was a member of the Planning Committee of the War Production Board. He had been a consultant to the Federal Social Security Board, chairman of the Federal Committee on Apprenticeship for the Construction Industry and vice chairman and a founder of the National Economic and Social Planning Association.

Mr. Hedges was the author of several books, including "Iron City," "Dan Min-turn," and "A Strikeless Industry."

Honorary pallbearers for Sigma Delta Chi were Luther Huston, Sol Taishoff, Herbert Little, Edward L. Keenan, John Herling, and G. Douglas Stengel.

**Paul R. Mickelson** (NYC-Pr-'52), 59, general news editor of the Associated Press (N. Y.), died November 21 of a ruptured blood vessel.

**Robert B. Tarr** (UMc-'24), managing editor of Pontiac (Mich.) Press, died in his sleep on November 14.

**Rex Tussing** (UOr-'31), 48, Oregon and California newspaperman, died October 16 of cancer.

**Joseph A. Rawlings** (Grn-Pr-'26), 66, of Chicago, Ill.

**Clayton A. Musser** (Syr-Pr-'42), of Boonville, N. Y., died September 21.

**Hilton U. Brown** (But-'26), 99, vice president of the Indianapolis (Ind.) Newspapers, Inc.



# Index for Volumes XLV and XLVI

## 1957-1958

In this issue THE QUILL presents the Index for 1957-1958. Hereafter THE QUILL Index will be published in January of each year.

'Actopublicorist' Has Educational Hobby; He Collects Newspapers, Martin Sheridan, Aug. '57:9

Adless Paper May Be Visionary Idea, But the Vision Persists, Victor J. Danilov, July '58:17

Alexander, Louis, First 'Over-the-North Pole' Airline Flights Made a Running News Story, Oct. '57:12

Alexander, Louis, Rich in Oil and History, Houston Glitters With Tourist Attractions, Nov. '57:25

Alisky, Marvin, Like Today's TV Heroes, Early Arizona Editors Were Pistol-Packin' Breed, Mar. '58:10

AMERICA ILLUSTRATED, America Tells Its Story Behind Iron Curtain in New 'Slick' Magazine, Floyd G. Arpan, Jan. '57:9

America's Worst Disaster Was Covered Well by Newspaper, Despite Handicaps, John Edward Weems, Apr. '57:18

Anderson, Walter D., Periodical Journalism Must Revise Its Policies to Meet Competition, Feb. '58:13

Are Too Many Prizes Offered Journalists Harmful to Profession?, Jerome H. Walker, Feb. '58:17

Arnold, Edmund C., Make the Weekly Paper the Start, Not the Finish, June '57:17

Arpan, Floyd G., America Tells Its Story Behind Iron Curtain in New 'Slick' Magazine, Jan. '57:9

### AWARDS—JOURNALISM

Additional Winners of 1956 Journalism Awards, Jan. '57:18

Announce Winners of 25th Annual SDX Awards, May '57:23

Announce Winners of 26th Annual SDX Awards, May '58:23

Are Too Many Prizes Offered Journalists Harmful to Profession?, Jerome H. Walker, Feb. '58:17

Distinguished Service in Journalism Earns 18 Sigma Delta Chi Awards, June '57:21

15 Sigma Delta Chi Awards Recognize Finest Work in Journalism for 1957, June '58:23

Four Distinguished Newspapermen Are Honored by Sigma Delta Chi, Jan. '58:13

Frank Disaster Coverage Wins Public Relations Achievement Award, Russell Lane, Jan. '57:15

John Daly and Edward P. Morgan Win Peabody TV and Radio News Awards, June '57:31

Latin American Editors Win Cabot

Medals for Fight for Free Press, Jan. '57:17

Name Outstanding Male Graduates and Scholarship Award Winners, July '58:25

1956 Prize Winners Listed, June '57:32

1957 Prize Winners Listed, June '58:34

Peabody Radio-TV News Awards to Louis Lyons, John Daly and CBS, June '58:32

Popular Science Monthly, 7 Magazine Writers Win Benjamin Franklin Awards, June '58:33

Publisher, Editor and Two Newsmen Are Honored by SDX: Ezra George Thiem, Ward A. Neff, Luther Huston, and Barry Bingham, Jan. '57:11

Three Pulitzer Prizes Are Tied to Reporting Little Rock Story, June '58:29

Two Exposés Win Pulitzer Prizes, June '57:30

Writers, Magazines Take Benjamin Franklin Awards, Jan. '57:16

BARTHOLOMEW, FRANK H., Four Distinguished Newspapermen Are Honored by Sigma Delta Chi, Jan. '58:13

Basic Issue in Canon 35 Is Right of Defendant to Impartial Trial, Gilbert Geis, May '57:9

Better News Coverage of Legislatures Needed to Vitalize State Government, Paul Simon, Mar. '57:6

Bingham, Barry, Courier-Journal Tests New Way to Personalize Daily Editorial Pages, May '57:11

BINGHAM, BARRY, Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi, Jan. '57:11

Blankenburg, William B., High School Scribes Don't Get Accurate Information on Careers in Journalism, July '57:13

Blueprint for the Industrial Press, Charles J. Morse, Dec. '58:7

### BOOK REVIEWS—(AUTHORS)

Albig, William, Modern Public Opinion, Mar. '57:22

Alexander, Raphael, editor, Sources of Information and Unusual Services, 5th edition, April '58:22

Alexandrov, Victor, Khrushchev of the Ukraine, Dec. '57:22

Altick, Richard D., The English Common Reader, Aug. '57:20

Arid, Ben, Streamlining the Feature, Apr. '58:22

Barnouw, Erik, Mass Communication, Nov. '57:38

Beatty, Morgan, Your Nation's Capital, Jan. '58:16

Bernstein, Theodore M., Watch Your Language, Nov. '58:44

Berry, Thomas Elliott, Journalism Today, Sept. '58:30

Bolles, Blair, Big Change in Europe, June '58:21

Burack, A. S., Television Plays for Writers, Apr. '58:22

Burack, A. S., editor, The Writer's Handbook, Sept. '57:20

Callihan, E. L., Grammar for Journalists, Oct. '57:20

Carty, James W., Jr., compiler, Scriptures I Have Lived By, Nov. '58:45

Churchill, Randolph S., What I Said About the Press, Oct. '57:20

Cutlip, Scott M. and Allen H. Center, Effective Public Relations, Nov. '58:45

Cutlip, Scott M., compiler, A Publications Bibliography, Mar. '58:14

Daugherty, William E. and Morris Janowitz, A Psychological Warfare Casebook, Sept. '58:30

Davis, Norris G., The Press and the Law in Texas, Mar. '57:22

Douglass, Paul, Communication Through Reports, Oct. '57:20

Eliot, Alexander, Three Hundred Years of American Painting, Dec. '57:22

Eulau, H. and others, editors, Political Behavior: A Reader in Theory and Research, Apr. '57:22

Faulkner, William, New Orleans Sketches, Nov. '57:39

Ferguson, Rowena, Editing the Small Magazine, May '58:22

Friedrich, Johannes, Extinct Languages, Nov. '57:38

Grannis, Chandler B., editor, What Happens in Book Publishing, Nov. '58:45

Haines, Mark P., Matter of Opinion, Apr. '58:22

Harlow, Rex F., Social Science in Public Relations, Aug. '58:17

Harral, Stewart, The Feature Writer's Handbook, Nov. '58:44

Harral, Stewart, Profitable Public Relations for Newspapers, Nov. '57:39

Harris, Sydney J., Majority of One, Jan. '58:16

Hart, James D., Oxford Companion to American Literature, Aug. '57:20

Head, Sydney W., Broadcasting in America: A Survey of Television and Radio, July '57:23

Hepner, Harry W., Modern Advertising: Practices and Principles, Aug. '57:20

Hill, John W., Corporate Public Relations, Nov. '58:45

Holt, Robert T., compiler, Radio Free Europe, Aug. '58:17

House, Boyce, As I Was Saying, Nov. '57:39

Johnson, Gerald W., *Peril and Promise*, Apr. '58:22

Johnson, R. I., M. Schalenkamp, and L. A. Garrison, *Communication: Handling Ideas Effectively*, Apr. '57:22

Karch, R. Randolph, *Graphic Arts Procedures*, Sept. '57:20

Keesing, Felix M. and Marie M. Keesing, *Elite Communication in Samoa*, Sept. '57:20

Keller, Allan, *Grandma's Cooking*, Aug. '57:20

Larson, Mel, *Ten Famous Christian Athletes*, May '58:22

Leary, Lewis, editor, *Contemporary Literary Scholarship*, Aug. '58:17

Levy, Milton L., compiler, *Honor Awards Handbook*, Oct. '58:21

Locke, Walter, *This World, My Home*, Jan. '58:16

Lubbock, Percy, *The Craft of Fiction*, Oct. '57:20

Ludovici, L. J., editor, *Nobel Prize Winners*, Oct. '57:20

McCormick, Anne O'Hare, *Vatican Journal*, Nov. '57:39

Martin, L. John, *International Propaganda: Its Legal and Diplomatic Control*, July '58:23

Morris, Joe Alex, *Deadline Every Minute*, Mar. '58:14

Mott, Frank Luther, *History of American Magazines, 1885-1905*, July '57:23

Nafziger, Ralph O., editor, *Introduction to Mass Communications Research*, Nov. '58:44

Nicholson, Margaret, *Dictionary of American-English Usage*, Aug. '57:20

Osgood, Charles E., G. J. Suci, and P. Tannenbaum, *The Measurement of Meaning*, Oct. '57:20

Paula, Burton, *British Broadcasting*, Feb. '57:21

Peterson, Theodore, *Magazines in the Twentieth Century*, Mar. '57:22

Pinto, Vivian de Sola and Allan E. Rodway, *The Common Muse*, Oct. '57:20

Roberts, Edward B., *Television Writing and Selling*, Dec. '57:22

Roseboom, Eugene H., *A History of Presidential Elections*, Nov. '57:39

Rosenberg, Bernard, editor, *Mass Culture: The Popular Arts in America*, May '57:21

Rothstein, Arthur, *Photojournalism: Pictures for Magazines and Newspapers*, July '58:23

Rucker, Frank W., *Newspaper Circulation: What, Where, and How*, Oct. '58:21

Russell, Fred, *Bury Me in an Old Press Box*, Feb. '58:20

Samstag, Nicholas, *Persuasion for Profit*, Nov. '57:38

Schlebecker, John T., *A History of Dairy Journalism, 1810-1850*, Mar. '58:14

Schlesinger, Arthur M., *Prelude to Independence*, Feb. '58:20

Schmitt, Jo Ann, *Fighting Editors*, July '58:23

Schramm, Wilbur, *Responsibility in Mass Communication*, Oct. '58:21

Settel, Irving, editor, *How to Write Television Comedy*, May '58:22

Siebert, Fred S., *Four Theories of the Press*, Feb. '57:21

Smith, Bruce L., *International Communication and Political Opinion: A Guide to the Literature*, Sept. '57:20

Sondel, Bess, *The Humanity of Words*, June '58:21

Stasheff, Edward, and Rudy Bretz, *The Television Program*, Aug. '57:20

Steinberg, Charles S., *The Mass Communicators*, July '58:23

Thayer, Frank, *Legal Control of the Press*, Feb. '57:21

Tilson, Everett, *Segregation and the Bible*, Oct. '58:21

UNESCO, *World Communications*, Apr. '57:22

Von Mises, Ludwig, *The Anti-Capitalistic Mentality*, May '57:21

Weems, John Edward, *The Fate of the Maine*, June '58:21

Wiggins, James Russell, *Freedom or Secrecy*, Feb. '57:21

Williams, Gurney, editor, *Look on the Light Side*, Nov. '57:39

Wittenberg, Philip, *The Law of Literary Property*, Aug. '57:20

Wittke, Carl, *The German-Language Press in America*, May '57:21

Wolsley, Roland E. and Laurence R. Campbell, *Exploring Journalism*, 3rd edition, Nov. '58:45

Wood, James Playsted, *The Story of Advertising*, Sept. '58:30

Zuver, Dudley, *The Lengthened Shadow of a Maine Man*, May '58:22

#### BOOK REVIEWS (TITLES)

*The Anti-Capitalistic Mentality*, Ludwig von Mises, May '57:21

*As I Was Saying*, Boyce House, Nov. '57:39

*Big Change in Europe*, Blair Bolles, June '58:21

*British Broadcasting*, Burton Paula, Feb. '57:21

*Broadcasting in America: A Survey of Television and Radio*, Sydney W. Head, July '57:23

*Bury Me in an Old Press Box*, Fred Russell, Feb. '58:20

*The Common Muse*, edited by Vivian de Sola Pinto and Allan E. Rodway, Oct. '57:20

*Communication: Handling Ideas Effectively*, R. I. Johnson, M. Schalenkamp and L. A. Garrison, Apr. '57:22

*Communication Through Reports*, Paul Douglass, Oct. '57:20

*Contemporary Literary Scholarship*, edited by Lewis Leary, Aug. '58:17

*Corporate Public Relations*, John W. Hill, Nov. '58:45

*The Craft of Fiction*, Percy Lubbock, Oct. '57:20

*Deadline Every Minute*, Joe Alex Morris, Mar. '58:14

*Dictionary of American-English Usage*, Margaret Nicholson, Aug. '57:20

*Editing the Small Magazine*, Rowena Ferguson, May '58:22

*Effective Public Relations*, Scott M. Cutlip and Allen H. Center, Nov. '58:45

*Elite Communication in Samoa*, Felix M. and Marie M. Keesing, Sept. '57:20

*English Common Reader*, Richard D. Altick, Aug. '57:20

*Exploring Journalism*, 3rd edition, Roland E. Wolsley and Laurence R. Campbell, Nov. '58:45

*Extinct Languages*, Johannes Friedrich, Nov. '57:38

*Fate of the Maine*, J. E. Weems, June '58:21

*Feature Writer's Handbook*, Stewart Harral, Nov. '58:44

*Fighting Editors*, Jo Ann Schmidt, July '58:23

*Four Theories of the Press*, Fred S. Siebert, Feb. '57:21

*Freedom or Secrecy*, James R. Wiggins, Feb. '57:21

*German-Language Press in America*, Carl Wittke, May '57:21

*Grammar for Journalists*, E. L. Callihan, Oct. '57:20

*Grandma's Cooking*, Allan Keller, Aug. '57:20

*Graphic Arts Procedures*, R. R. Karch, Sept. '57:20

*History of American Magazines, 1885-1905*, Frank Luther Mott, July '57:23

*History of Dairy Journalism, 1810-1850*, John T. Schlebecker, Mar. '58:14

*History of Presidential Elections*, Eugene H. Roseboom, Nov. '57:39

*Honor Awards Handbook*, compiled by Milton L. Levy, Oct. '58:21

*How to Write Television Comedy*, edited by Irving Settel, May '58:22

*Humanity of Words*, Bess Sondel, June '58:21

*International Communication and Political Opinion: A Guide to the Literature*, edited by Bruce L. Smith, Sept. '57:20

*International Propaganda: Its Legal and Diplomatic Control*, L. John Martin, July '58:23

*Introduction to Mass Communications Research*, edited by Ralph O. Nafziger, Nov. '58:44

*Journalism Today*, Thomas Elliott Berry, Sept. '58:30

*Khrushchev of the Ukraine*, Victor Alexandrov, Dec. '57:22

*The Law of Literary Property*, Philip Wittenberg, Aug. '57:20

*Legal Control of the Press*, Frank Thayer, Feb. '57:21

*Lengthened Shadow of a Maine Man*, Dudley Zuver, May '58:22

*Look on the Light Side*, edited by Gurney Williams, Nov. '57:39

*Magazines in the Twentieth Century*, Theodore Peterson, Mar. '57:22

*Majority of One*, Sydney J. Harris, Jan. '58:16

*Mass Communication*, Erik Barnouw, Nov. '57:38

*Mass Communicators*, Charles S. Steinberg, July '58:23

*Mass Culture: The Popular Arts in America*, edited by Bernard Rosenberg, May '57:21

*Matter of Opinion*, Mark P. Haines, Apr. '58:22

*Measurement of Meaning*, C. E. Osgood, G. J. Suci, and P. Tannenbaum, Oct. '57:20

*Modern Advertising: Practices and Principles*, Harry W. Hepner, Aug. '57:20



*Modern Public Opinion*, William Albright, Mar. '57:22

*New Orleans Sketches*, William Faulkner, Nov. '57:39

*Newspaper Circulation: What, Where, and How*, Frank W. Rucker, Oct. '58:21

*Newspaper Press Directory*, 106th annual edition, Sept. '57:20

*Nobel Prize Winners*, edited by L. J. Ludovici, Oct. '57:20

*Oxford Companion to American Literature*, James D. Hart, Aug. '57:20

*Peril and Promise*, Gerald W. Johnson, Apr. '58:22

*Persuasion for Profit*, Nicholas Samstag, Nov. '57:38

*Photojournalism: Pictures for Magazines and Newspapers*, Arthur Rothstein, July '58:23

*Political Behavior: A Reader in Theory and Research*, edited by H. Eulau and others, Apr. '57:22

*Prelude to Independence*, Arthur M. Schlesinger, Feb. '58:20

*Press and the Law in Texas*, Norris G. Davis, Mar. '57:22

*Profitable Public Relations for Newspapers*, Stewart Harral, Nov. '57:39

*Psychological Warfare Casebook*, William E. Daugherty and Morris Janowitz, Sept. '58:30

*Publications Bibliography*, compiled by Scott M. Cutlip, Mar. '58:14

*Radio Free Europe*, compiled by Robert T. Holt, Aug. '58:17

*Responsibility in Mass Communication*, Wilbur Schramm, Oct. '58:21

*Scriptures I Have Lived By*, compiled by James W. Carty Jr., Nov. '58:45

*Segregation and the Bible*, Everett Tilton, Oct. '58:21

*Social Science in Public Relations*, Rex F. Harlow, Aug. '58:17

*Sources of Information and Unusual Services*, 5th edition, edited by Raphael Alexander, Apr. '58:22

*Story of Advertising*, James Playsted Wood, Sept. '58:30

*Streamlining the Feature*, Ben Arid, Apr. '58:22

*Tanganyika Reading Series*, Mar. '58:14

*Television Plays for Writers*, A. S. Burack, Apr. '58:22

*Television Program*, E. Stasheff and R. Bretz, Aug. '57:20

*Television Writing and Selling*, Edward B. Roberts, Dec. '57:22

*Ten Famous Christian Athletes*, Mel Larson, May '58:22

*This World, My Home*, Walter Locke, Jan. '58:16

*Three Hundred Years of American Painting*, Alexander Eliot, Dec. '57:22

*Vatican Journal*, Anne O'Hare McCormick, Nov. '57:39

*Watch Your Language*, Theodore M. Bernstein, Nov. '58:44

*Webster's New World Dictionary of the American Language*, Aug. '58:17

*What Happens in Book Publishing*, edited by Chandler B. Grannis, Nov. '58:45

*What I Said About the Press*, Randolph S. Churchill, Oct. '57:20

*World Communications*, UNESCO, Apr. '57:22

*Writer's Handbook*, edited by A. S. Burack, Sept. '57:20

*Your Nation's Capital*, Morgan Beatty, Jan. '58:16

Breslin, William L., *Newspaper Policies Tend to Drive Best J-School Graduates to Other Jobs*, Dec. '57:13

Brickbats From Right and Left Hurlled at Free-Swinging Alsops, C. K. Sergis, Dec. '57:15

Brown, Donald E. and Marlowe D. Froke, *Peoria Newspaper Strike Emphasized Important Role of Each News Medium*, Aug. '58:12

Burchard, Donald D., *Six Texas Undergraduate Chapters Work Together for Sigma Delta Chi*, Nov. '57:27

Bush, George S., *The Men Behind Cameras Make Picture Journalism*, July '57:9

Butler, Jack, *State Association Is Unique Feature of Texas Program*, Nov. '57:32

CBS News Coverage of '56 Presidential Election Was Complete, Accurate, Fast, Philip Lewis, May '57:17

Call for Candor in Defense Reporting, Anthony P. Glasser, Nov. '58:32

Cameron Hurricane Stopped Traffic, Communications, But Not Reporters (Anonymous), Nov. '57:9

Campbell, Laurence R., *Freedom of Information Study in Florida Shows Progress and Problems*, June '57:11

Canon 35 Abridges Freedom of Press and Denies Public Its Right to Know, Arthur L. Witman, June '58:8

Carty, James W., *Nashville Clergy Learn Photography in Church Tells Religion's Story*, May '57:19

Carty, James W., *Public Service Is Newspaper's Best Promotion*, Sept. '58:11

*Challenge in Farm Press*, Jack Sampier, Dec. '58:12

Chambliss, H. Darder, *Crime and Court Reporters Strive to Be Understood by Reader*, July '57:20

Chancellor, John, *Radio and Television Had Their Own Problems in Little Rock Coverage*, Dec. '57:9

Chandler, Robert W., *Smaller Newspapers Can Help Solve Their Own Reporter Shortage*, July '58:19

Chiang Kai-Shek Outlines Conditions for Freedom of Press in Formosa, Howard R. Long, July '58:8

Church Editor Job Offers Professional and Personal Challenge Far From Dull, Roger Yarrington, Jan. '58:10

Clark, James A., *Competent Reporters Are in Demand to Interpret Oil Industry to Public*, Nov. '57:11

Complex Information Department Helps Press Report United Nations to People, Robert G. Trautman, Jan. '58:5

'Confidential' Crusader Exposes the Issues—Win, Lose or Stalemate, William Rutledge, Apr. '57:11

Correspondent Post Calls for Top Newspaperman; He's His Own City Editor, Pete Lang, Mar. '57:13

#### CORRESPONDENTS—FOREIGN

*Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40*, Stuart Griffin, July '57:18

*You Too Can Be a Foreign Correspondent and Make Your Typewriter Pay Off*, Albert S. Keshen, Jan. '58:9

Correspondents Reporting 'The Forgotten Invasion' Had Unusual Experiences, Byron C. Utecht, Aug. '57:15

CORRESPONDENTS—RURAL, Correspondent Post Calls for Top Newspaperman; He's His Own City Editor, Pete Lang, Mar. '57:13

Courier-Journal Tests New Way to Personalize Daily Editorial Pages, Barry Bingham, May '57:11

Crime and Court Reporters Strive to Be Understood by Reader, H. Darder Chambliss, July '57:20

CRITICS Needed: Better Music and Art Critics, More Space for Their Reviews, Donald D. Key, Apr. '58:11

Courtroom Photography and the Spittoon Age, T. N. Oglesby, Jr., Nov. '58:30

Culmsee, Carlton, *Formosan Press Is Still Under Kuomintang Thumb But Is Winning Freedom*, June '57:15

Culmsee, Carlton, *Presses Roll While Big Guns Roar on Embattled Quemoy*, Oct. '58:9

CURTIS, J. MONTGOMERY, *Four Distinguished Newspapermen Are Honored by Sigma Delta Chi*, Jan. '58:13

Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door, Tom J. Hefter, Clardy McCullar, Dave Muhlstein, Bob Whitten, June '57:8

Daniel, Price, *Public Officials' Sugar-Coated 'Facts' Are Deceptive*, Says Texas Governor, Nov. '57:13

Danilov, Victor J., *The Adless Paper May Be Visionary Idea, But the Vision Persists*, July '58:17

Danilov, Victor J., *Locally Edited Sunday Magazines Hit the Jackpot for Daily Newspapers*, Oct. '57:8

Danilov, Victor J., *Zone Sections in Big Dailies Foster Community Spirit and Reader Appeal*, May '57:12

Degler, Stanley E., *Trade Association Writer Is Faced With Many Problems in Washington*, Oct. '57:11

Disillusioned Copy Editor Poses the Question: "Why Can't Johnny Write?," Richard R. Ryan, July '57:15

Downs, Bill, *Television Breeds New Type Reporter*, Dec. '58:8

*Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict*, Dudley B. Martin, Aug. '58:8

Duncan, Charles T., *Unlike Medicine and Law, Education for Journalism Not Required, But Sound*, Apr. '58:8

'Ear on Chicago' Program Shows Value of Radio as Information Medium, Hugh Hill, Feb. '57:9

Easter, Don, *Editors Are Afraid of Sex Appeal*, Sept. '58:14

Editor Asks Why Press Should Cover Local News for Competing Medium, Juel Mosley, Sept. '57:12

#### EDITORIALS by Charles C. Clayton

*Are We Crying Wolf?*, July '58:7

*Changing and Changeless*, Sept. '57:6

*Competition Is a Stimulant*, Apr. '57:6

*Defense of the Eggheads*, Jan. '58:4

*Enterprise and Ethics*, Nov. '58:7

- Frank Mirror, Mar. '57:4  
 Hard News, Oct. '58:7  
 New Frontier, Feb. '58:9  
 New Look, Sept. '58:5  
 New Perspective, May '58:6  
 1958 Journalism Graduates, Mar. '58:5  
 People Vs. Canon 35, June '58:6  
 Press Vs. Canon 35, May '57:7  
 Profession or Job?, July '57:4  
 Progress and a Warning, Oct. '57:7  
 Record of Service, June '57:7  
 Roadblock to Tyranny, Jan. '57:5  
 Sports Pages Show the Way, Dec. '58:5  
 Sputnik's Reminder, Dec. '57:7  
 Texas-Style, Nov. '57:7  
 Wind of Freedom, Feb. '57:5  
 Worth a Thousand Words, Aug. '58:6  
 Writer's Best Friend, Aug. '57:6  
 Voice of Thunder, Apr. '58:7  
 Emptiness in Local Coverage Filled by Alert, Intense Radio-TV Reporting, Edward Hymoff, Apr. '58:12  
 Ernst, Harry W., Press Meets Prejudice With Humor, Enlightened Coverage, and Backbone, July '58:15  
 Fanning, Odom, Is Science Reporting Off the Target?, Sept. '58:8  
 FERGUSON, JOHN DONALD, Four Distinguished Newspapermen Are Honored by Sigma Delta Chi, Jan. '58:13  
 Few Leisure Moments for One-Man Sports Staff on Radio and TV Stations, William Frink, Jan. '57:8  
 First 'Over-the-North Pole' Airline Flights Made a Running News Story, Louis Alexander, Oct. '57:12
- FORMOSA
- Chiang Kai-Shek Outlines Conditions for Freedom of Press in Formosa, Howard R. Long, July '58:8  
 Formosan Press Is Still Under Kuomintang Thumb But Is Winning Freedom, Carlton Culmsee, June '57:15  
 Forum Reviews Middle East Crisis and Appraises News Coverage, David Shefrin, Mar. '57:10  
 Frank Disaster Coverage Wins Public Relations Achievement Award, Russell Lane, Jan. '57:15  
 Free Press Is the Instrument Which Can Make Modern Democracy Effective, Alberto Gainza Paz, Feb. '57:12  
 Freedom of Information Becomes Law After Legislators Hear Case Stated, Ferd Froeschle, Oct. '57:17  
 Freedom of Information Study in Florida Shows Progress and Problems, Laurence R. Campbell, June '57:11
- FREEDOM OF INFORMATION
- Chiang Kai-Shek Outlines Conditions for Freedom of Press in Formosa, Howard R. Long, July '58:8  
 Freedom of Information Becomes Law After Legislators Hear Case Stated, Ferd Froeschle, Oct. '57:17  
 Freedom of Information Study in Florida Shows Progress and Problems, Laurence R. Campbell, June '57:11  
 Person's Right to Privacy and Public Right to Know Is Still Unsettled Problem, Fred S. Siebert, Apr. '57:17  
 Report of the Advancement of Freedom of Information Committee—Part 2, Jan. '58:24  
 Text of the Advancement of Freedom of Information Committee Report Adopted by 48th SDX Anniversary Convention. Part I, Dec. '57:23  
 Freudenberger, Joseph N., Gannett Newspapers Devise Program for Training Beginning Staffers, May '58:15  
 Freudenberger, Joseph N., Rochester Papers Find Formula for Hard Hitting Letters to the Editor, Mar. '57:9  
 Freeman, Donald, Once Over Lightly, Nov. '58:42  
 Frey, Robert L., United Press Looks Back on 50 Years of Spectacular Changes and Growth, Sept. '57:15  
 Frink, William, Few Leisure Moments for One-Man Sports Staff on Radio and TV Stations, Jan. '57:8  
 Froeschle, Ferd, Freedom of Information Becomes Law After Legislators Hear Case Stated, Oct. '57:17  
 Froke, Marlowe D. and Donald E. Brown, Peoria Newspaper Strike Emphasized Important Role of Each News Medium, Aug. '58:12  
 Fromm, Fred, Journalism Flourishes in Unexpected Places, Like Modern Penitentiaries, May '57:15  
 Fuermann, George M., Houston Has Three Daily Newspapers With History of Lively Competition, Nov. '57:10  
 GALVESTON HURRICANE IN 1900, America's Worst Disaster Was Covered Well by Newspaper, Despite Handicaps, John Edward Weems, Apr. '57:18  
 Gannett Newspapers Devise Program for Training Beginning Staffers, Joseph N. Freudenberger, May '58:15  
 Geis, Gilbert, Basic Issue in Canon 35 Is Right of Defendant to Impartial Trial, May '57:9  
 Gerald, J. Edward, London Daily Mirror Leads World in Circulation, Sept. '58:16  
 Gieber, Walter, Research Can Help More Newspapers Know What They're Doing and Why, June '57:13  
 Gieber, Walter, Weeklies in Expanding Suburbs Must Appeal to City-Minded Residents, Jan. '58:11  
 Gimmicks and Doodads Clutter Up Many Newscasts on Radio, William Small, Sept. '58:12  
 Gipson, Fred, Texas Writer Blasts His Critics, Defends 'Back Yard' Language, Nov. '57:29  
 Glasser, Anthony P., Call for Candor in Defense Reporting, Nov. '58:32  
 Good Naval Intelligence Is Good Reporting, With Problems Added, John K. Williams, Aug. '57:11  
 Good Reporting Can Give Business News the Reader Appeal of Sports, Columns, Joseph L. Oppenheimer, June '58:17  
 Gordon, Henry C., Reporter Behind Badge Walked Beat in Toughest District to Get His Story, Mar. '58:8  
 GOVERNMENTAL SECRECY, Call for Candor in Defense Reporting, Anthony P. Glasser, Nov. '58:32  
 Gray, Robert, Houston's Three Television and Eight Radio Stations Provide Full Coverage, Nov. '57:17  
 Gray, William B., Japanese Reporter's Lot Is as Good as the Next Man's, But Still Tough, Apr. '58:17  
 Griffin, Stuart, Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40, July '57:18  
 Grim and Relentless War of Words Rages Daily Around the World, William Rutledge, Aug. '57:13  
 GRIT, Press Run of One Million Not Unusual for America's Biggest Weekly Paper, James M. Sheen, Jan. '58:7  
 Harris, Arthur S., Jr., Newsmen With Frayed Press Card Spoofs Slick TV News Conference, Apr. '58:20  
 Headwork and Legwork Both Needed to Cover the News on Capitol Hill, Robert K. Walsh, Apr. '57:9  
 Heath, Harry E., Jr., Too Much 'Tired Blood' in Makeup, Oct. '58:16  
 Hefter, Tom J., Clardy McCullar, Dave Muhlstein, and Bob Whitten, Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door, June '57:8  
 Hellyer, David, We Miss the Big Stories South of the Border, Nov. '58:26  
 Hicks, Roland L., Teenagers in Indianapolis Named and Read Their Paper 'The Teen Star,' Aug. '58:15  
 High School Scribes Don't Get Accurate Information on Careers in Journalism, William B. Blankenburg, July '57:13  
 Hill, Hugh, 'Ear on Chicago' Program Shows Value of Radio as Information Medium, Feb. '57:9  
 HISTORICAL SITES, Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict, Dudley B. Martin, Aug. '58:8  
 HOBerecht, EARNEST, Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40, Stuart Griffin, July '57:18  
 Hokanson, William, New Reprint Magazine Edited for Eggheads, Sept. '58:20  
 Holden, W. Sprague, Newspapers in the Land Down Under Are Much Like American Counterparts, Mar. '58:6  
 Horrell, C. William, Local Pictures Face Stiff Competition in Fight for Attention of the Reader, Feb. '57:11  
 Houston Has Three Daily Newspapers With History of Lively Competition, George M. Fuermann, Nov. '57:10  
 Houston Is Host to 1957 Convention, Nov. '57:19  
 Houston's Three Television and Eight Radio Stations Provide Full Coverage, Robert Gray, Nov. '57:17  
 HUSTON, LUTHER, Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi, Jan. '57:11  
 Hymoff, Edward, 'Emptiness' in Local Coverage Filled by Alert, Intense Radio-TV Reporting, Apr. '58:12  
 Hymoff, Edward, Network Foreign Correspondent Is Journalism's Jack-of-All-Trades, Dec. '57:11  
 In Starkweather Murders Facts, Not the Handling, Made News Sensational, Leo Scherer, June '58:11  
 In a World of Color Most Newspapers Per-

sist With Drab Black and White, Arville Schaleben, June '58:15

*Industrial Journalism Comes of Age*, Russell J. Jandoli, Oct. '58:15

*Industrial Journalist Must Be Well Prepared for Nuts and Bolts Beat*, Howard Boone Jacobson, Oct. '57:15

*Is Science Reporting Off the Target?* Odom Fanning, Sept. '58:8

*Is There a Place for Airborne Editorials?* Richard D. Yoakam, Nov. '58:13

*It Takes a Real Selling Job to Get the Bright Young Men*, Otha C. Spencer, Oct. '58:13

Jacobson, Howard Boone, *The Industrial Journalist Must Be Well Prepared for Nuts and Bolts Beat*, Oct. '57:15

Jandoli, Russell J., *Industrial Journalism Comes of Age*, Oct. '58:15

*Japanese Reporter's Lot Is as Good as the Next Man's, But Still Tough*, William B. Gray, Apr. '58:17

John S. Knight's 'Notebook' Column Passes Its Twenty-first Birthday, Radford Mobley, May '58:11

**JOURNALISM—AS A CAREER**, *High School Scribes Don't Get Accurate Information on Careers in Journalism*, William B. Blankenburg, July '57:13

*It Takes a Real Selling Job to Get the Bright Young Men*, Otha C. Spencer, Oct. '58:13

#### JOURNALISM—EDUCATION

*Gannett Newspapers Devise Program for Training Beginning Staffers*, Joseph N. Freudenberger, May '58:15

*Unlike Medicine and Law, Education for Journalism Not Required, But Sound*, Charles T. Duncan, Apr. '58:8

**JOURNALISM—ETHICS**, *Some Say It's Good Reporting, Others Call It Eavesdropping*, Ira Lurvey, Nov. '58:9

*Journalism Flourishes in Unexpected Places, Like Modern Penitentiaries*, Fred Fromm, May '57:15

#### JOURNALISM—HISTORICAL

*'Actapublicorist' Has Educational Hobby; He Collects Newspapers*, Martin Sheridan, Aug. '57:9

*America's Worst Disaster Was Covered Well by Newspaper, Despite Handicaps*, John Edward Weems, Apr. '57:18

*Correspondents Reporting 'The Forgotten Invasion' Had Unusual Experiences*, Byron C. Utecht, Aug. '57:15

*Like Today's TV Heroes, Early Arizona Editors Were Pistol-Packin' Breed*, Marvin Alisky, Mar. '58:10

*Personals, Ready-Print, Lydia Pinkham Found in Earlier Country Weekly*, Glenn Sisk, Aug. '58:10

*Journalism in Philippines Retains Old Hell and Brimstone Tradition*, Mason Rositer Smith, Feb. '57:7

#### JOURNALISM—INDUSTRIAL

*Blueprint for the Industrial Press*, Charles J. Morse, Dec. '58:7

*Competent Reporters Are in Demand to*

*Interpret Oil Industry to Public*, James A. Clark, Nov. '57:11

*Industrial Journalism Comes of Age*, Russell J. Jandoli, Oct. '58:15

*Industrial Journalist Must Be Well Prepared for Nuts and Bolts Beat*, Howard B. Jacobson, Oct. '57:15

*Trade Association Writer Is Faced With Many Problems in Washington*, Stanley E. Degler, Oct. '57:11

#### JOURNALISM—JOBS

*Challenge in Farm Press*, Jack Sampier, Dec. '58:12

*Newspaper Policies Tend to Drive Best J-School Graduates to Other Jobs*, William L. Breslin, Dec. '57:13

*Typical Journalism Graduate Sticks to His Job, Is Optimistic of Future*, Robert Pockrass, July '58:13

Karlan, Sheldon J., *TV Station's Own Newsmen, Cameramen Fly 27,600 Miles to Cover Hotspots*, Apr. '57:14

Keshen, Albert S., *You Too Can Be a Foreign Correspondent and Make Your Typewriter Pay Off*, Jan. '58:9

Key, Donald D., *Needed: Better Music and Art Critics, More Space for Their Reviews*, Apr. '58:11

**KNIGHT, JOHN S.**, *John S. Knight's 'Notebook' Column Passes Its Twenty-first Birthday*, Radford Mobley, May '58:11

Knudson, Jerry, *There Are No Small Papers, Only Small Reporters*, Sept. '58:27

*Korea—Outpost for Press Freedom*, D. Wayne Rowland, Nov. '58:16

Lambert, William, *Joint Author, Oregonian's Exposé of Labor Rackets Is Example of Journalistic Courage*, Sept. '57:8

Lane, Russell, *Frank Disaster Coverage Wins Public Relations Achievement Award*, Jan. '57:15

Lang, Pete, *Correspondent Post Calls for Top Newspaperman; He's His Own City Editor*, Mar. '57:13

**LETTERS TO THE EDITOR**, *Rochester Papers Find Formula for Hard Hitting Letters to the Editor*, Joseph N. Freudenberger, Mar. '57:9

Lewis, Philip, *CBS News Coverage of '56 Presidential Election Was Complete, Accurate, Fast*, May '57:17

*Like Today's TV Heroes, Early Arizona Editors Were Pistol-Packin' Breed*, Marvin Alisky, Mar. '58:10

Lisagor, Peter, *Reporter Covering State Department Needs Judgment and Perspective*, July '57:6

*Local Pictures Face Stiff Competition in Fight for Attention of the Reader*, C. William Horrell, Feb. '57:11

*Locally Edited Sunday Magazines Hit the Jackpot for Daily Newspapers*, Victor J. Danilov, Oct. '57:8

Loftus, Joseph, *Team Technique Proves Successful in Taking Nation's Political Pulse*, Jan. '57:7

*London Daily Mirror Leads World in Circulation*, J. Edward Gerald, Sept. '58:16

*Lone Star Weekly Editors Proud of Their*

*Record of Service to the Community*, Don Reid, Nov. '57:12

Long, Howard R., *Chiang Kai-Shek Outlines Conditions for Freedom of Press in Formosa*, July '58:8

Long, Howard R., *Student Edition Helps Japan Times Win New Readers, Pays Own Way*, Feb. '58:15

Lurvey, Ira, *Some Say It's Good Reporting, Others Call It Eavesdropping*, Nov. '58:9

McCullar, Clardy, joint author, *Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door*, June '57:8

*Make the Weekly Paper the Start, Not the Finish*, Edmund C. Arnold, June '57:17

#### MAKEUP—NEWSPAPERS

*In a World of Color Most Newspapers Persist With Drab Black and White*, Arville Schaleben, June '58:15

*Too Much 'Tired Blood' in Makeup*, Harry E. Heath, Oct. '58:16

Markham, James W. and Guido H. Stempel, *One-Party Press Charge Suffers Firm Setback in Pennsylvania Study*, Apr. '57:13

Martin, Dudley B., *Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict*, Aug. '58:8

Mathis, Jim, *Myth-Taken World Sees Texans as Filthy Rich, Uncouth, Profane*, Nov. '57:23

*Men Behind Cameras Make Picture Journalism*, George S. Bush, July '57:9

Mobley, Radford, *John S. Knight's 'Notebook' Column Passes Its Twenty-first Birthday*, May '58:11

Moseley, Ray, *Northern Newsmen Withstood Mob's Abuse to Report Little Rock Story*, Dec. '57:8

Mosley, Juel, *Editor Asks Why Press Should Cover Local News for Competing Medium*, Sept. '57:12

Morse, Charles J., *Blueprint for the Industrial Press*, Dec. '58:7

Muhlstein, Dave, joint author, *Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door*, June '57:8

*Myth-Taken World Sees Texans as Filthy Rich, Uncouth, Profane*, Jim Mathis, Nov. '57:23

*Nashville Clergy Learn Photography in Church Tells Religion's Story*, James W. Carty, May '57:19

*Needed: Better Music and Art Critics, More Space for Their Reviews*, Donald D. Key, Apr. '58:11

**NEFF, WARD ANDREW**, *Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi*, Jan. '57:11

*Network Foreign Correspondent Is Journalism's Jack-of-All-Trades*, Edward Hymoff, Dec. '57:11

*New Reprint Magazine Edited for Eggheads*, William Hokanson, Sept. '58:20

#### NEWS—COVERAGE

*Cameron Hurricane Stopped Traffic, Communications, But Not Reporters* (Anonymous), Nov. '57:9



*Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door*, Tom J. Hefter, Clardy McCullar, Dave Muhlstein, and Bob Whitten, June '57:8

*Houston Has Three Daily Newspapers With History of Lively Competition*, George M. Fuermann, Nov. '57:10

#### NEWS COVERAGE OF CONTROVERSIAL ISSUES

*Press Meets Prejudice With Humor, Enlightened Coverage and Backbone*, Harry W. Ernst, July '58:15

*Radio and Television Had Their Own Problems in Little Rock Coverage*, John Chancellor, Dec. '57:9

**NEWS—CRIME**, *In Starkweather Murders Facts, Not the Handling, Made News Sensational*, Leo Scherer, June '58:11

**NEWS—FINANCIAL**, *Good Reporting Can Give Business News the Reader Appeal of Sports, Columns*, Joseph L. Oppenheimer, June '58:17

#### NEWS—FOREIGN

*Forum Reviews Middle East Crisis and Appraises News Coverage*, David Shefrin, Mar. '57:10

*Problems and Importance of Reporting Red China Explored by OPC Forum*, David Shefrin, July '57:11

*We Miss the Big Stories South of the Border*, David Hellyer, Nov. '58:26

**NEWS—LABOR**, *Oregonian's Exposé of Labor Rackets Is Example of Journalistic Courage*, W. Turner and W. Lambert, Sept. '57:8

#### NEWS—POLITICAL

*Better News Coverage of Legislatures Needed to Vitalize State Government*, Paul Simon, Mar. '57:6

*Newsmen With Frayed Press Card Spoof: Slick TV News Conference*, Arthur S. Harris Jr., Apr. '58:20

*One-Party Press Charge Suffers Firm Setback in Pennsylvania Study*, James W. Markham and Guido H. Stempel, Apr. '57:13

*Public Officials' Sugar-Coated 'Facts' Are Deceptive*, Says Texas Governor, Price Daniel, Nov. '57:13

*Relationship of Lawmaker and Capitol Reporter 'Ain't What It Used to Be'*, Byron C. Utecht, Mar. '58:13

*Television and Radio Provide a New Perspective to Legislative Coverage*, Thomas L. Ray, May '58:8

#### NEWS—RELIGIOUS

*Church Editor Job Offers Professional and Personal Challenge Far From Dull*, Roger Yarrington, Jan. '58:10

*Nashville Clergy Learn Photography in Church Tells Religion's Story*, James W. Carty, May '57:19

**NEWS WRITING**, *Disillusioned Copy Editor Poses the Question: "Why Can't Johnny Write?"* Richard R. Ryan, July '57:15

*Newsmen With Frayed Press Card Spoofs*

*Slick TV News Conference*, Arthur S. Harris Jr., Apr. '58:20

*Newspaper Policies Tend to Drive Best J-School Graduates to Other Jobs*, W. L. Breslin, Dec. '57:13

*Newspaper Remains the Schoolmaster of the Common Man*, Al Ostrow, Nov. '58:21

*Newspapers Can Be Living Textbooks for Young America*, Robert Root, Nov. '58:23

#### NEWSPAPERS—COLUMNS

*Brickbats From 'Right' and 'Left' Hurled at Free-Swinging Alsops*, Charles K. Sergis, Dec. '57:15

*'Confidential Crusader Exposes the Issues—Win, Lose or Stalemate*, William Rutledge, Apr. '57:11

*John S. Knight's 'Notebook' Column Passes Its Twenty-first Birthday*, Radford Mobley, May '58:11

*Once Over Lightly*, Donald Freeman, Nov. '58:42

**NEWSPAPERS—EDITORIAL PAGE**, *Courier-Journal Tests New Way to Personalize Daily Editorial Pages*, Barry Bingham, May '57:11

#### NEWSPAPERS—FOREIGN

*Formosan Press Is Still Under Kuomintang Thumb But Is Winning Freedom*, Carlton Culmsee, June '57:15

*Free Press Is the Instrument Which Can Make Modern Democracy Effective*, Alberto Gainza Paz, Feb. '57:12

*Japanese Reporter's Lot Is as Good as the Next Man's, But Still Tough*, William B. Gray, Apr. '58:17

*Journalism in Philippines Retains Old Hell and Brimstone Tradition*, Mason Rossiter Smith, Feb. '57:7

*Korea—Outpost for Press Freedom*, D. Wayne Rowland, Nov. '58:16

*London Daily Mirror Leads World in Circulation*, J. Edward Gerald, Sept. '58:16

*Newspapers in the Land Down Under Are Much Like American Counterparts*, W. Sprague Holden, Mar. '58:6

*Presses Roll While Big Guns Roar on Embattled Quemoy*, Carlton Culmsee, Oct. '58:9

*Student Edition Helps Japan Times Win New Readers, Pays Own Way*, Howard R. Long, Feb. '58:15

#### NEWSPAPERS—FUTURE

*Roy Roberts Predicts Many Changes for Newspapers in the Years Ahead*, Roy A. Roberts, Sept. '57:11

*Sick Newspapers Can't Be Saved by Temporary Relief Measures*, Al Ostrow, Apr. '58:18

**NEWSPAPERS IN PENITENTIARIES**, *Journalism Flourishes in Unexpected Places, Like Modern Penitentiaries*, Fred Fromm, May '57:15

**NEWSPAPERS IN SCHOOLROOMS**, *Newspapers Can Be Living Textbooks for Young America*, Robert Root, Nov. '58:23

*Newspapers in the Land Down Under Are*

*Much Like American Counterparts*, W. Sprague Holden, Mar. '58:6

**NEWSPAPERS—PUBLIC SERVICE**, *The Newspaper Remains the Schoolmaster of the Common Man*, Al Ostrow, Nov. '58:21

*Public Service Is Newspaper's Best Promotion*, James W. Carty Jr., Sept. '58:11

#### NEWSPAPERS—RESEARCH

*Research Can Help More Newspapers Know What They're Doing, and Why*, Walter Gieber, June '57:13

#### NEWSPAPERS—SUBURBAN NEWS

*Suburban Community Newspapers Must Be Superior to Win Reader Support*, Avon Wilson, Apr. '58:9

*Zone Sections in Big Dailies Foster Community Spirit and Reader Appeal*, Victor J. Danilov, May '57:12

**NEWSPAPERS—SUNDAY MAGAZINES**, *Locally Edited Sunday Magazines Hit the Jackpot for Daily Newspapers*, Victor J. Danilov, Oct. '57:8

#### NEWSPAPERS—WEEKLY

*Lone Star Weekly Editors Proud of Their Record of Service to the Community*, Don Reid, Nov. '57:12

*Make the Weekly Paper the Start, Not the Finish*, Edmund C. Arnold, June '57:17

*Press Run of One Million Not Unusual for America's Biggest Weekly Paper*, James M. Sheen, Jan. '58:7

*Weeklies in Expanding Suburbs Must Appeal to City-Minded Residents*, Walter Gieber, Jan. '58:11

*Northern Newsmen Withstood Mob's Abuse to Report Little Rock Story*, Ray Moseley, Dec. '57:8

*Oglesby, T. N., Jr., Courtroom Photography and the Spitoon Age*, Nov. '58:30

*Once Over Lightly*, Donald Freeman, Nov. '58:42

*One-Party Press Charge Suffers Firm Setback in Pennsylvania Study*, James W. Markham and Guido H. Stempel, Apr. '57:13

*Oppenheimer, Joseph L., Good Reporting Can Give Business News the Reader Appeal of Sports, Columns*, June '58:17

*Oregonian's Exposé of Labor Rackets Is Example of Journalistic Courage*, W. Turner and W. Lambert, Sept. '57:8

*Ostrow, Al, The Newspaper Remains the Schoolmaster of the Common Man*, Nov. '58:21

*Ostrow, Al, Sick Newspapers Can't Be Saved by Temporary Relief Measures*, Apr. '58:18

*Otterbourg, Robert K., Science Journalism Looks Ahead to Serve Best in a Modern Age*, Feb. '58:10

*Paz, Alberto Gainza, A Free Press Is the Instrument Which Can Make Modern Democracy Effective*, Feb. '57:12

*Peoria Newspaper Strike Emphasized Im-*

- portant Role of Each News Medium*, Donald E. Brown and Marlowe D. Froke, Aug. '58:12
- Periodical Journalism Must Revise Its Policies to Meet Competition*, Walter D. Anderson, Feb. '58:13

#### PERIODICALS

- New Reprint Magazine Edited for Egg-heads*, William Hokanson, Sept. '58:20
- Periodical Journalism Must Revise Its Policies to Meet Competition*, Walter D. Anderson, Feb. '58:13
- 'Together' Magazine Sets a Bright New Pattern for Religious Publications*, H. B. Teeter, May '58:18
- Personals, Ready-Print*, Lydia Pinkham Found in *Earlier Country Weekly*, Glen Sisk, Aug. '58:10
- Person's Right to Privacy and Public Right to Know Is Still Unsettled Problem*, Fred S. Siebert, Apr. '57:17
- PHILIPPINES, Journalism in Philippines Retains Old Hell and Brimstone Tradition*, Mason Rossiter Smith, Feb. '57:7

#### PHOTOGRAPHY—NEWS

- Basic Issue in Canon 35 Is Right of Defendant to Impartial Trial*, Gilbert Geis, May '57:9
- Canon 35 Abridges Freedom of Press and Denies Public Its Right to Know*, Arthur L. Witman, June '58:8
- Courtroom Photography and the Spittoon Age*, T. N. Oglesby, Jr., Nov. '58:30
- Editors Are Afraid of Sex Appeal*, Don Easter, Sept. '58:14
- Local Pictures Face Stiff Competition in Fight for Attention of the Reader*, C. William Horrell, Feb. '57:11
- Men Behind Cameras Make Picture Journalism*, George S. Bush, July '57:9
- Pockrass, Robert, Typical Journalism Graduate Sticks to His Job, Is Optimistic of Future*, July '58:13
- Poole, Marshall, Radio News Complements Rather Than Competes With Local Newspaper*, Sept. '57:13
- POWELL, THOMAS B., JR., Four Distinguished Newspapermen Are Honored by Sigma Delta Chi*, Jan. '58:13
- Press Meets Prejudice With Humor, Enlightened Coverage, and Backbone*, Harry W. Ernst, July '58:15
- Press Run of One Million Not Unusual for America's Biggest Weekly Paper*, James M. Sheen, Jan. '58:7
- Presses Roll While Big Guns Roar on Embattled Quemoy*, Carlton Culmsee, Oct. '58:9
- Problems and Importance of Reporting Red China Explored by OFC Forum*, David Shefrin, July '57:11
- Public Officials' Sugar-Coated 'Facts' Are Deceptive*, Says Texas Governor, Price Daniel, Nov. '57:13
- PUBLIC OPINION POLL, Team Technique Proves Successful in Taking Nation's Pulse*, Joseph Loftus, Jan. '57:7
- Public Service Is Newspaper's Best Pro-*

- motion*, James W. Carty Jr., Sept. '58:11
- Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi*, Jan. '57:11
- Radio and Television Had Their Own Problems in Little Rock Coverage*, John Chancellor, Dec. '57:9
- Radio News Complements Rather Than Competes With Local Newspaper*, Marshall Poole, Sept. '57:13

#### RADIO NEWS

- 'Ear on Chicago' Program Shows Value of Radio as Information Medium*, Hugh Hill, Feb. '57:9
- Editor Asks Why Press Should Cover Local News for Competing Medium*, Juel Mosley, Sept. '57:12
- 'Emptiness' in Local Coverage Filled by Alert, Intense Radio-TV Reporting*, Edward Hymoff, Apr. '58:12
- Few Leisure Moments for One-Man Sports Staff on Radio and TV Stations*, William Frink, Jan. '57:8
- Gimmicks and Doodads Clutter Up Many Newscasts on Radio*, William Small, Sept. '58:12
- Grim and Relentless War of Words Rages Daily Around the World*, William Rutledge, Aug. '57:13
- Houston's Three Television and Eight Radio Stations Provide Full Coverage*, Robert Gray, Nov. '57:17
- Is There a Place for Airborne Editorials?*, Richard D. Yoakam, Nov. '58:13
- Network Foreign Correspondent Is Journalism's Jack-of-All-Trades*, Edward Hymoff, Dec. '57:11
- Peoria Newspaper Strike Emphasized Important Role of Each News Medium*, Donald E. Brown and Marlowe D. Froke, Aug. '58:12
- Radio and Television Had Their Own Problems in Little Rock Coverage*, John Chancellor, Dec. '57:9
- Radio News Complements Rather Than Competes With Local Newspapers*, Marshall Poole, Sept. '57:13
- Television and Radio Provide a New Perspective to Legislative Coverage*, Thomas L. Ray, May '58:8
- Ray, Thomas L., Television and Radio Provide a New Perspective to Legislative Coverage*, May '58:8
- Reid, Don, Lone Star Weekly Editors Proud of Their Record of Service to the Community*, Nov. '57:12
- Report of the Advancement of Freedom of Information Committee. Part I, The Federal Government*, Dec. '58:24
- Reporter Behind Badge Walked Beat in Toughest District to Get His Story*, Henry C. Gordon, Mar. '58:8
- Reporter Covering State Department Needs Judgment and Perspective*, Peter Lisagor, July '57:6

#### REPORTERS

- Crime and Court Reporters Strive to Be Understood by Reader*, H. Darder Chambliss, July '57:20
- Northern Newsmen Withstood Mob's Abuse to Report Little Rock Story*, Ray Moseley, Dec. '57:8

- Reporter Behind Badge Walked Beat in Toughest District to Get His Story*, Henry C. Gordon, Mar. '58:8
- Smaller Newspapers Can Help Solve Their Own Reporter Shortage*, Robert W. Chandler, July '58:19
- There Are No Small Papers, Only Small Reporters*, Jerry Knudson, Sept. '58:27
- REPORTING—OBJECTIVE, Why Not Quit Beating Our Wife?*, Karl F. Zeisler, Sept. '58:22

#### REPORTING—SCIENCE

- Is Science Reporting Off the Target?*, Odom Fanning, Sept. '58:8
- Rocket Fizzle Launched Newest Kind of Correspondent—the Birdwatcher*, Charles Taylor, July '58:11
- Science Journalism Looks Ahead to Serve Best in a Modern Age*, Robert K. Otterbourg, Feb. '58:10
- Research Can Help More Newspapers Know What They're Doing and Why*, Walter Gieber, June '57:13
- Reynolds, James A., Work-A-Day Capital Beats, On or Off 'the Hill' Have Pitfalls, Pressures*, May '58:13
- Rich in Oil and History, Houston Glitters With Tourist Attractions*, Louis Alexander, Nov. '57:25
- Roberts, Roy A., Roy Roberts Predicts Many Changes for Newspapers in the Years Ahead*, Sept. '57:11
- Rochester Papers Find Formula for Hard Hitting Letters to the Editor*, Joseph N. Freudenberger, Mar. '57:9
- Rocket Fizzle Launched Newest Kind of Correspondent, the Birdwatcher*, Charles Taylor, July '58:11
- Root, Robert, Newspapers Can Be Living Textbooks for Young America*, Nov. '58:23
- Roth, Robert, White House Reporter Has Front Seat at World's Most Vital Center*, Aug. '57:7
- Rowland, D. Wayne, Korea—Outpost for Press Freedom*, Nov. '58:16
- Roy Roberts Predicts Many Changes for Newspapers in the Years Ahead*, Roy A. Roberts, Sept. '57:11
- Rutledge, William, 'Confidential' Crusader Exposes the Issues—Win, Lose or Stalemate*, Apr. '57:11
- Rutledge, William, Grim and Relentless War of Words Rages Daily Around the World*, Aug. '57:13
- Ryan, Richard R., Disillusioned Copy Editor Poses the Question: "Why Can't Johnny Write?"*, July '57:15
- Sampier, Jack, Challenge in Farm Press*, Dec. '58:12
- San Diego Is Host to Convention*, Nov. '58:47-52
- Schaleben, Arville, In a World of Color Most Newspapers Persist With Drab Black and White*, June '58:15
- Scherer, Leo, In Starkweather Murders Facts, Not the Handling, Made News Sensational*, June '58:11
- Science Journalism Looks Ahead to Serve Best in a Modern Age*, Robert K. Otterbourg, Feb. '58:10
- Sergis, Charles K., Brickbats From 'Right' and 'Left' Hurlled at Free-Swinging Alsops*, Dec. '57:15

- Shavin, Norman, *The TV Editor Finds His Place in Journalism*, Sept. '58:25
- Sheen, James M., *Press Run of One Million Not Unusual for America's Biggest Weekly Paper*, Jan. '58:7
- Shefrin, David, *Forum Reviews Middle East Crisis and Appraises News Coverage*, Mar. '57:10
- Shefrin, David, *Problems and Importance of Reporting Red China Explored by OPC Forum*, July '57:11
- Sheridan, Martin, *'Actapublicorist' Has Educational Hobby; He Collects Newspapers*, Aug. '57:9
- Sick Newspapers Can't Be Saved by Temporary Relief Measures*, Al Ostrow, Apr. '58:18
- Siebert, Fred S., *Person's Right to Privacy and Public Right to Know Is Still Unsettled Problem*, Apr. '57:17
- Sigma Delta Chi Elects Barry Bingham and Sol Taishoff; 1957 Convention to Meet in Houston, Texas*, Jan. '57:21
- Simon, Paul, *Better News Coverage of Legislatures Needed to Vitalize State Government*, Mar. '57:6
- Sisk, Glenn, *Personals, Ready-Print, Lydia Pinkham Found in Earlier Country Weekly*, Aug. '58:10
- Six Texas Undergraduate Chapters Work Together for Sigma Delta Chi*, Donald D. Burchard, Nov. '57:27
- Small, William, *Gimmicks and Doodads Clutter Up Many Newscasts on Radio*, Sept. '58:12
- Smaller Newspapers Can Help Solve Their Own Reporter Shortage*, Robert W. Chandler, July '58:19
- Smith, Mason Rossiter, *Journalism in Philippines Retains Old Hell and Brimstone Tradition*, Feb. '57:7
- Some Say It's Good Reporting, Others Call It Eavesdropping*, Ira Lurvey, Nov. '58:9
- Spencer, Otha C., *It Takes a Real Selling Job to Get the Bright Young Men*, Oct. '58:13
- State Association Is Unique Feature of Texas Program*, Jack Butler, Nov. '57:32
- Stempel, Guido H. and James W. Markham, *One-Party Press Charge Suffers Firm Setback in Pennsylvania Study*, Apr. '57:13
- Student Edition Helps Japan Times Win New Readers, Pays Own Way*, Howard R. Long, Feb. '58:15
- Suburban Community Newspapers Must Be Superior to Win Reader Support*, Avon Wilson, Apr. '58:9
- Success Story: From Small Oklahoma Paper to UP Boss in Asia Before 40*, Stuart Griffin, July '57:18
- TV Editor Finds His Place in Journalism*, Norman Shavin, Sept. '58:25
- TV Station's Own Newsmen, Cameraman Fly 27,600 Miles to Cover Hotspots*, Sheldon J. Karlan, Apr. '57:14
- Taylor, Charles, *Rocket Fizzle Launched Newest Kind of Correspondent, the Birdwatcher*, July '58:11
- Team Technique Proves Successful in Taking Nation's Political Pulse*, Joseph Loftus, Jan. '57:7
- Teenagers in Indianapolis Named and Read Their Paper 'The Teen Star'*, Roland L. Hicks, Aug. '58:15
- Teeter, H. B., *'Together' Magazine Sets a Bright New Pattern for Religious Publications*, May '58:18
- Television and Radio Provide a New Perspective to Legislative Coverage*, Thomas L. Ray, May '58:8
- Television Breeds New Type Reporter*, Bill Downs, Dec. '58:8
- ### TELEVISION NEWS
- CBS News Coverage of '56 Presidential Election Was Complete, Accurate, Fast*, Philip Lewis, May '57:17
- TV Editor Finds His Place in Journalism*, Norman Shavin, Sept. '58:25
- TV Station's Own Newsmen, Cameraman Fly 27,600 Miles to Cover Hotspots*, Sheldon J. Karlan, Apr. '57:14
- Emptiness in Local Coverage Filled by Alert, Intense Radio-TV Reporting*, Edward Hymoff, Apr. '58:12
- Houston's Three Television and Eight Radio Stations Provide Full Coverage*, Robert Gray, Nov. '57:17
- Radio and Television Had Their Own Problems in Little Rock Coverage*, John Chancellor, Dec. '57:9
- Television and Radio Provide a New Perspective to Legislative Coverage*, Thomas L. Ray, May '58:8
- Television Breeds New Type Reporter*, Bill Downs, Dec. '58:8
- Texas Writer Blasts His Critics, Defends 'Back Yard' Language*, Fred Gipson, Nov. '57:29
- There Are No Small Papers, Only Small Reporters*, Jerry Knudson, Sept. '58:27
- THIEM, EZRA GEORGE, *Publisher, Editor and Two Newsmen Are Honored by Sigma Delta Chi*, Jan. '57:11
- 'Together' Magazine Sets a Bright New Pattern for Religious Publications*, H. B. Teeter, May '58:18
- Too Much 'Tired Blood' in Makeup*, Harry E. Heath, Jr., Oct. '58:16
- Trade Association Writer Is Faced With Many Problems in Washington*, Stanley E. Degler, Oct. '57:11
- Trautman, Robert G., *Complex Information Department Helps Press Report United Nations to People*, Jan. '58:5
- Turner, Wallace, and W. Lambert, *Oregonian's Exposé of Labor Rackets Is Example of Journalistic Courage*, Sept. '57:8
- Typical Journalism Graduate Sticks to His Job, Is Optimistic of Future*, Robert Pockrass, July '58:13
- United Press Looks Back on 50 Years of Spectacular Changes and Growth*, Robert L. Frey, Sept. '57:15
- Unlike Medicine and Law, Education for Journalism Not Required, But Sound*, Charles T. Duncan, Apr. '58:8
- Utecht, Byron C., *Correspondents Reporting 'The Forgotten Invasion' Had Unusual Experiences*, Aug. '57:15
- Utecht, Byron C., *Relationship of Lawmaker and Capitol Reporter 'Ain't What It Used to Be'*, Mar. '58:13
- Walker, Jerome H., *Are Too Many Prizes Offered Journalists Harmful to Profession?*, Feb. '58:17
- Walsh, Robert K., *Headwork and Legwork Both Needed to Cover the News on Capitol Hill*, Apr. '57:9
- ### WASHINGTON CORRESPONDENCE
- Good Naval Intelligence Is Good Reporting, With Problems Added*, John K. Williams, Aug. '57:11
- Headwork and Legwork Both Needed to Cover the News on Capitol Hill*, Robert K. Walsh, Apr. '57:9
- Reporter Covering State Department Needs Judgment and Perspective*, Peter Lisagor, July '57:6
- Trade Association Writer Is Faced With Many Problems in Washington*, Stanley E. Degler, Oct. '57:11
- White House Reporter Has Front Seat at World's Most Vital Center*, Robert Roth, Aug. '57:7
- Work-A-Day Capital Beats, On or Off 'The Hill' Have Pitfalls, Pressures*, James A. Reynolds, May '58:13
- We Miss the Big Stories South of the Border*, David Hellyer, Nov. '58:26
- Weeklies in Expanding Suburbs Must Appeal to City-Minded Residents*, Walter Gieber, Jan. '58:11
- Weems, John Edward, *America's Worst Disaster Was Covered Well by Newspaper, Despite Handicaps*, Apr. '57:18
- White House Reporter Has Front Seat at World's Most Vital Center*, Robert Roth, Aug. '57:7
- Whitten, Bob, joint author, *Dallas Press-Radio-TV Newsmen Deal Daringly With a Tornado at the Door*, June '57:8
- Why Not Quit Beating Our Wife?*, Karl F. Zeisler, Sept. '58:22
- Williams, John K., *Good Naval Intelligence Is Good Reporting, With Problems Added*, Aug. '57:11
- Wilson, Avon, *Suburban Community Newspapers Must Be Superior to Win Reader Support*, Apr. '58:9
- WIRE SERVICES, *United Press Looks Back on 50 Years of Spectacular Changes and Growth*, Robert L. Frey, Sept. '57:15
- Witman, Arthur L., *Canon 35 Abridges Freedom of Press and Denies Public Its Right to Know*, June '58:8
- Work-A-Day Capital Beats, On or Off 'The Hill' Have Pitfalls, Pressures*, James A. Reynolds, May '58:13
- Yarrington, Roger, *Church Editor Job Offers Professional and Personal Challenge Far From Dull*, Jan. '58:10
- Yoakum, Richard D., *Is There a Place for Airborne Editorials?*, Nov. '58:13
- You Too Can Be a Foreign Correspondent and Make Your Typewriter Pay Off*, Albert S. Keshen, Jan. '58:9
- Zeisler, Karl F., *Why Not Quit Beating Our Wife?*, Sept. '58:22
- ZENGER, JOHN PETER, *Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict*, Dudley B. Martin, Aug. '58:8
- Zone Sections in Big Dailies Foster Community Spirit and Reader Appeal*, Victor J. Danilov, May '57:12



# The Book Beat

## Caustic Critic

**T.** S. MATTHEWS is a caustic critic of the press. In *"The Sugar Pill"* (Simon & Schuster, New York, \$3.75) his dissection of the press is directed primarily at two contrasting British papers, the London *Daily Mirror* and the Manchester *Guardian*, but his haymaker jibes are aimed straight at the papers of the United States. The thesis of his essay is that today's newspaper is not daily bread but a sugar-coated pill of entertainment and as such has no significance in modern society.

As a former editor of *Time* magazine, he writes with a first-hand knowledge of the American press, but it is obvious that his affection is reserved for the newspapers of England, and in particular the Manchester *Guardian*. As a conversation piece it is undeniably a success. It is provocative, witty—and at times smug. American critics have pointed out the growing emphasis on entertainment in American newspapers, as well as most of the other shortcomings in Mr. Matthews' indictment.

However, to assert, as he does, that the press does not have any influence, a statement based solely on the elections of the Roosevelt era, is as silly as his contention that "news is only what the press produces." It is easy to be cynical and say as he does that the press' only concern is to survive and make a profit, but the record effectively refutes his argument.

His analysis of his favorite English newspapers is intriguing and his prejudice for his adopted country is obvious. There is sufficient truth in his indictment of American newspapers to provoke healthy controversy and there are enough flaws in his case to stimulate a vigorous defense. It may be argued that it is well to raise the questions he asks, but it can be stated with emphasis that Mr. Matthews does not have all the answers.

—C. C. C.

## A Look Ahead

**I**N *"Journalism Tomorrow"* (Syracuse University Press, Syracuse, New York, \$4) Wesley C. Clark, Dean of the university's School of Journalism, has edited the contributions of a group of writers in the various phases of modern mass communications who make a serious attempt to evaluate accomplishments thus far and predict the developments of the next half century. It is an ambitious undertaking and the end result probably is more provocative than authoritative.

The contributors include Robert D. Murphy, secretary of the New York

State Society of Newspaper Editors; Howard W. Palmer, manager of the New York Press Association; Eugene S. Foster, director of the Radio-Television Center at Syracuse, Robert Root, and Roland E. Wolseley. All are on the Syracuse faculty.

Some of the trends predicted are already discernible. New methods of printing, new techniques of broadcasting, new gimmicks of advertising may safely be forecast by any serious student of the field. The contributors seek to go beyond this point and predict new concepts of social consciousness and additional responsibilities accepted by those who serve mass communications.

Perhaps it is inevitable to become optimistic, if not idealistic in peering into the future. As an effective stimulant for thought, this little book serves its purpose, even though it leaves a firm imprint of rose colored glasses.

—C. C. C.

## Old Story, New English

**I**F the carpenter-teacher Jesus had chosen this year and your town as the time and place of his teaching, how would his words have been spoken? Out of this idea—Jesus speaking to men today in their own language and idiom—has come a beautiful new version of his teaching and life. *"The New Testament in Modern English"* (The Macmillan Company, New York, \$6) is a translation by J. B. Phillips. He succeeds appreciably in his attempt not to alter the meaning of the Scriptures, but to draw out original meaning afresh and with exciting clarity in contemporary language. In what is called a Christian country, this is a reference work of some value to the journalist.

—D. W. R.

## Newspaper Promotion

**T**HERE is not a satisfactory textbook or manual covering newspaper promotion comprehensively or as a specialization. The late Prof. Thomas Barnhart's *"Newspaper Sales Promotion,"* out of print for a good many years, is outdated and dealt chiefly with the cash register side of promotion—hiking direct sales.

*"Newspaper Promotion: Revised Primer"* (National Newspaper Promotion Association) is an only slightly revised edition of NNPA's older *"Newspaper Promotion Primer,"* of 1955. A chapter has been added on "How to Get Started in Newspaper Promotion," by Dave Henes, promotion manager of the Charlotte, N. C., *Observer*, and some organization charts have been

added in a final chapter. The other chapters, each by a different promotion man, have been brought up to date.

Clifford A. Shaw, NNPA secretary and promotion manager of the Providence, R. I., *Journal-Bulletin*, is editor of the book. He declares its purpose, to encourage establishment of organized promotion work on smaller newspapers, and hopes to see a full scope promotion book produced soon by a competent individual or as a group effort.

—D. WAYNE ROWLAND

## Newspaper Yarns

**S**INCE 1920 T. V. Garry has been a reporter, working on newspapers in South Dakota, Wisconsin, Iowa, Anchorage, Alaska and in the Pacific Northwest. In *"Random Screeed"* (Pageant Press, New York, \$3) he has used his own experiences as the basis for this collection of fifteen short stories, crisply told and highly readable.

## CLASSIFIED ADVERTISING

Rates: Situations Wanted .10 per word; minimum charge \$1.00. Help Wanted and all other classifications .20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Ill.

### HELP WANTED

**JOURNALISM STUDENTS**—Part time reporting and feature writing. Box 1158, *THE QUILL*. Free-lance re-writer, editor. Social Science background required. Chicago and only. Send resume. Box 1001, *THE QUILL*.

**PUBLIC RELATIONS** man for national manufacturer located in Iowa. Work to include all phases of PR. Some experience required. Excellent opportunity for energetic person. State qualifications. Box 1002, *THE QUILL*.

**EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE** in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago. Su 7-2255.

**WRITERS WANTED** immediately for spot news, features, interviews, assignments. Box 1193, *THE QUILL*.

### SITUATION WANTED

Student with undergraduate degree in technical agriculture with emphasis in mathematics and statistics and graduate degree in agricultural economics with minor in technical journalism will be available for work March 15. Farm background. Service completed. Box 1000, *THE QUILL*.

**SDX**, 20, editor 20,000 total circulation college daily, correspondent for LA daily. Reporter, writer, news or sports. June grad. will go anywhere. Box 1003, *THE QUILL*.

### MISCELLANEOUS

#### FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

Book and publication printers. Highest quality—lowest cost. Catalog free. Adams Press, 30 West Washington, Chicago 2, Illinois.

#### Honor Achievement With a Balfour Award

Plaques—Cups—Medals  
Official Jeweler to E&X  
**L. G. BALFOUR COMPANY**  
Attleboro, Massachusetts

# MAKE EDITOR & PUBLISHER THE FIRM FOUNDATION OF YOUR NEWSPAPER FUTURE

Making big plans for your future? A small newspaper of your own some day, or a top spot on one of the big metropolitan dailies? Or, maybe you're aiming at a syndicated column, or a long-term assignment in Paris. Wherever you've got your sights set . . . newspaper, newspaper advertising or public relations . . . you're a lot more likely to get there if you make **EDITOR & PUBLISHER** your base of operations.

Look around you. You'll see the top men in every phase of the newspaper business reading **EDITOR & PUBLISHER** every week. It's no accident, either. It's the only place where they can get all the news of events, trends, personalities, technical developments, to keep them abreast of their own specialty as well as the whole busy world of newspapers. That's why **E & P** has been such an essential building block in their careers . . . as it can be in yours.

Try it yourself . . . it's only \$6.50 a year. Mail in the attached coupon today!

## SUBSCRIPTION ORDER FORM

Please enter my subscription for **EDITOR & PUBLISHER**.

———1 year—\$6.50                      ———2 years—\$10.00

I am enclosing my check for the indicated amount.

NAME .....

ADDRESS .....

CITY..... ZONE..... STATE.....

COMPANY..... POSITION.....

Mail to: Editor & Publisher  
Suite 1700, Times Tower  
1475 Broadway  
New York 36, N.Y.



University Microfilms  
313 N. First Street  
Ann Arbor, Michigan

*The spot news paper of the newspaper and advertising fields*

## EDITOR & PUBLISHER

**TIMES TOWER, 1475 BROADWAY, NEW YORK 36, N.Y.**

Subscription rates—\$6.50 in U.S., possessions, and Canada; all other countries, \$10.00